JAMIE BOUDREAUX

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EXPERIENCE

CAPITAL ONE   New York, NY
Product Lead, Capital One Shopping (4/21 - Present)   *6/19 - Present*
Senior Product Manager, Commercial Bank (6/19 - 3/21)

- **Product Leadership:** Grew Travel Price Comparison vertical **10X to $5 million ARR** for Capital One Shopping in 12 months. Built hotels metasearch, the foundation for our Travel business, serving **1 million users monthly**. As general manager of Travel, I own the revenue model and manage relationships with engineering, design agency, sales, vendors, and travel partners. Optimize user experience and business performance through user testing, experimentation, and data analysis.

- **New Product Launch:** Spearheaded the transformation of the Commercial Bank's approvals system, which is crucial to processing **50k+ lending transactions annually**. Worked across 5 engineering teams to build a secure and intuitive approvals product, **reducing the approvals process completion time by 80%.**

- **Ideation and Experimentation:** Built and maintained a healthy product roadmap through user research, ideation, and prototyping. User-tested live code and monitored analytics to prioritize changes and feature development, **which increased user satisfaction by 25% and was rated most usable product for 3 consecutive quarters.**

- **Culture Transformation**: Received the **2020 "Ally Who Rocks" award** from Capital One's women's leadership ERG. Co-founded departmental Allyship Committee to deepen knowledge and implement diversity, inclusion, and belonging programming.

- **Thought Leadership:** Spoke at *Product + Agile* (2019) and *ProductCon* (2020) PM conferences on "Brick vs. Balloon Thinking" - how Product Managers can build skills to think creatively while also delivering tactically. Developed and conducted workshop on "Storytelling for Product Managers" for PMs in organization to improve communication and persuasion skills of others.

IBM   Durham, NC
Senior Product Manager Intern, Extreme Blue   *5/18 - 8/18*

- **Agile Product Management:** Led engineering team and coordinated with mentors, designers, and stakeholders to create a self-service network visualization application. This product allows managers to intuitively understand collaboration among their workers, better manage development teams, and break down information silos.

- **Product Positioning and Vision**: Analyzed and organized data to clearly define a business case, including personas, problem statements, value proposition, target market, business model, and go-to-market strategy. Pitched product to IBM executives each week to solicit feedback and evolve the product over the course of the internship.

- **User Research**: Charted customer journeys using Design Thinking. Conducted qualitative and quantitative research to understand unsolved problems within the organization. Led concept creation, feature prioritization, roadmap development, and product launch.

CAPGEMINI   Atlanta, GA
Senior Product Consultant, Digital Transformation (1/15 - 7/17)   *1/13 - 7/17*
Product Consultant, Digital Transformation (1/13 - 12/14)

- **Product Delivery:** Partnered with software engineers, designers, and testing specialists to build a variety of products, including corporate intranets, portals, and BI reporting dashboards and visualizations. As the primary advocate for my users, I ensured their needs were heard and business problems were solved.

- **User Research:** Interviewed corporate stakeholders to understand and prioritize pain points. Translated these learnings to exceptionally detailed requirements and specifications for engineers to build effective solutions.

- **Change Management:** Single-handedly created over **50 multilingual training manuals and videos** for a leading manufacturing client's 10,000+ global employees that led to an **815% increase in intranet usage.**
- **Cultural Innovation and Growth:** Created a nationwide campus referral application, which allows international teams to more effectively screen and hire 100s of employees annually. Mentored **50+ junior consultants** to help them improve their consulting skills and seek out opportunities for promotion.

EDUCATION

CARNEGIE MELLON UNIVERSITY, TEPPER SCHOOL OF BUSINESS
Pittsburgh, PA
Master of Business Administration
2019
- **Concentrations:** Entrepreneurship, Business Technologies, and Marketing
- **Certificates:** Accelerate Leadership Development Certification

AUBURN UNIVERSITY
Auburn, AL
Bachelor of Science in Business Administration (Entrepreneurship Emphasis)
2012
- Minors: **Business-Engineering-Technology, Accounting**

ADDITIONAL INFORMATION

STARTUP PROJECTS
- Collie (Founder, 2018): NSF-funded company devoted to using technology to support small businesses
- Smartbell (Founder, 2017-18): NSF-funded fitness tech company aiming to bring AI into the gym

SKILLS AND TOOLS

IBM Design Thinking Practitioner, Lean Startup, Market & Customer Research, Amplitude, Asana, JIRA, Trello, Confluence, Mural, Figma, Sketch, Canva, Balsamiq, InVision, Adobe XD, ZenHub/GitHub, Tableau, SQL

VOLUNTEERING

ADPList: Product Mentor (June 2022 "Super Mentor" - Top 1% Mentor Globally), **81cents**: Pay Equity Advisor

INTERESTS

Bowling (300 Game), Rock Climbing, Lego, Watching countless YouTube videos on science and engineering