Olivia MacDougal

Innovative Product Leader skilled in data-driven decision-making, Agile methodologies, and user-centered design. Experienced in collaborating with executives and cross-functional teams to deliver highly impactful products. Proven track record of increasing user satisfaction and driving revenue growth.

EXPERIENCE

Vareto, Remote

Head of Product   AUG 2023 - DEC 2023
- Spearheaded the development and launch of a new financial Modeling product, resulting in increased existing customer satisfaction (4.8/5 G2 reviews), over 30 new customers, and company's first $1M ARR.
- Managed a team of two product managers and three designers with hands-on and strategic guidance to achieve business goals

Senior Product Manager   MAR 2022 - AUG 2023
- Collaborated with co-founders, key stakeholders and customer design partners to define the product roadmap for the Reporting product, leading to increased monthly adoption across 90% of user base
- Implemented product analytics and NPS on the Vareto platform to monitor product usage and to help inform prioritization decisions

Pendo, Remote

Senior Product Manager   JAN 2022 - MAR 2022
- Conducted extensive problem discovery research with customers and prioritized enhancements to Dashboard homepage per user feedback
- Aligned with leadership in design, engineering, marketing and product operations to execute the vision across initiatives and teams

Product Manager   JAN 2021 - JAN 2022
- Lead strategic and tactical development of innovative new analytics metric, the Product Engagement Score, adopted by 65% of accounts
- Presented upcoming improvements to Engage product alongside VP of Data Science at annual user conference with 650+ attendees

VMware Carbon Black, Boston, MA

Technical Product Manager   APR 2020 - DEC 2020
- Established the strategic direction and product roadmap for the Audit and Remediation product leading to $8.6M total ARR
- Owned key strategic partnership with Dell to jointly develop and launch an integrated solution for vulnerability management

Product Owner   JUL 2018 - APR 2020
- Lead tactical execution with engineering and design of product vision for Live Query product resulting in a 706% YOY increase in adoption
- Analyzed customer usage analytics data and facilitated beta programs to ensure successful adoption and aid feature prioritization

Associate Product Owner   JUL 2018 - MAR 2019
- Drove execution of product development for macOS security agent on an Agile Scrum team from feature ideation to launch

CONTACT ME

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EDUCATION

Tufts University
B.S. Computer Science
Graduated May 2018
Magna Cum Laude

SKILLS

Creative Problem Solving

Attention to Detail

Product Strategy and Vision

Adaptability

User Experience (UX/UI)

Data Analytics

Agile Methodologies

Teamwork and Leadership

CERTIFICATIONS

Intro to UX Design,
Coursera - Georgia Tech
Dec 2021

Foundations and Focus,
Pragmatic Marketing
July 2020

Certified Scrum Master,
Scrum Alliance
Jan 2019

Certified Scrum Product Owner, Scrum Alliance
Nov 2018

LANGUAGES

Spanish, proficient