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A **results-driven** and **innovative Product Manager** with a proven track record of successfully launching and managing product lifecycles, seeking challenging opportunities to leverage my **strategic vision**, **product sense,** and understanding of **market trends** to drive the development and launch of cutting-edge products that exceed customer expectations.

**Areas of Expertise**

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| * Team leadership & Management * Data-Driven Decision Making * Strategic Planning & Execution * Project Management * Business Operations improvement | * Training & Performance Improvement * Journey Mapping * User Acceptance Testing * Roadmap Development & Execution | * Agile/Scrum Methodology * Risk Management * Communication & Problem solving * Identity Access Management |

**Professional Experience**

**AT&T, Orlando, FL 2020 – 2023**

**Lead Product Manager (Operations)**

Led strategic partnerships with AT&T vendors, including Warner Bros. Discovery, and Citi bank to enhance customer experience and streamline product transitions. Collaborate closely with engineering, project management, finance, and business to define roadmaps and requirements and ultimately measure results for objectives.

* Orchestrated migration of millions of HBO Max customers: Led the seamless migration of Max customers, resulting in significant cost savings and improved activations with a 99.9% success rate.
* Achieved ongoing product performance: Ensured ongoing product performance, meeting and exceeding revenue targets while maintaining profitability and increasing successful logins by over 65%.
* Conducted regular product and service reviews: Engaged in regular reviews with company leadership, tracking and analyzing key metrics to measure success and inform strategic decision-making.
* Reviewed product documentation for software releases: Ensured the accuracy and completeness of product documentation for software releases, maintaining high-quality standards.
* Developed and executed go-to-market strategies for HBO Max: Successfully developed and executed go-to-market strategies for HBO Max, contributing to its market positioning and success.
* Strategized multi-year product planning: Developed and executed multi-year product planning aligned with marketing and corporate strategy which contributed to sustained product performance, growth, and profitability.
* Developed job aids, trainings, & support articles: Created comprehensive support materials, including job aids, trainings, and method & procedure articles to empower CSR's and enhance their effectiveness.

**AT&T, Orlando, FL 2014-2020**

**Lead Product Manager (Identity Management)**

Led end-to-end product vision and strategy in Identity Access Management domain. Drove roadmaps, define, analyze, and executed Epics, Capabilities, Features, and User Stories to guide product development and meet organizational goals.

* **Led high-performing Agile Scrum teams**: Drove innovations and KPI advancements to meet organizational goals and customer expectations.
* **Utilized data-driven insights**: Identified and acted on performance trends.
* **Collaborated with customers:** Gathered requirements and addressed pain points via focus groups and feedback sessions.
* **Login restructure:** Redesigned and consolidated the myAT&T Login pages utilizing both OAuth and SAML as well as implementing a 2-factor sign in process for online account management. This increased login success rates to **97%**.
* **Streamlined and redesigned online registration processes:** Consolidated several product registration flows into one unified product agnostic flow, improving registration by over **65%.**
* **Championed consistency:** Drove incremental improvements in key business metrics in IAM, including the forgot password and ID flows increasing successful completion by **70%.**
* **User Profile Redesign:** Drove discovery, design, and development of the multi-user profile experience. This included Primary and Secondary user enhancements and promoted a simplified account linking experience for easier online account management. Profile navigation was increased by over **80%**, account linking adoption rates increased by **15%**, and successful use and management of user profiles increased by **90%.**
* **Executed strategies:** Enhanced conversion rates, redesigned user profile, and increased digital adoption by over **45%.**
* **Collaborate and provided direction:** Ensured alignment on strategies with business/stakeholder teams while resolving conflicts and roadblocks to guarantee working teams alignment and a seamless user experience.
* **Provided technical guidance**: Shared domain knowledge across the organization and scrum teams to foster an understanding of IAM framework and foster strong cross-pod collaborations with dependent teams.
* **Contributed to hiring & mentoring of junior PM’s**: Participated in interviewing and mentoring new hires for the product management team.

**Web Application Test Analyst (Digital) 2011-2014**

Innovated and executed test strategies, ensuring customer experience deliverables, and obtaining organizational sign-off for website enhancements.

* Tracked defects and executed test strategies for exceptional customer experience.
* Earned SME recognition for Identity Management, playing a vital role in UAT testing.
* Streamlined defect management, ensuring exceptional website functionality.
* Established comprehensive training materials and support to educate new hires and existing testers.

**Additional Experience**

Customer Support Specialist/Consumer Care, AT&T, Orlando, FL

Payroll Specialist, Human Resources, AT&T, Orlando, FL

**Certifications**

* SAFe Agilist Certification (6.0)
* SAFe POPM Certification (6.0)
* SAFe Certified Scrum Master (6.0)
* Six Sigma Green Belt Certification