

## Product Leader

# Caitlyn Phillips

Product, strategy and CX leader with experience in developing cross functional teams in complex growth environments. Prioritizes a culture of learning and success by empowering teams to adopt a collaborative and outcome driven mindset. Focuses on driving growth through ambiguity with extensive background in the core pillars of product—customer experience, strategic vision, and agile execution.

## Professional Experience

February 2024 - present

### Head of Product (Freelance), *MRRM*

- Leading cross-functional product team to deliver large scale transformations
- Representing Product, digital transformation and CX across new business opportunities
- Identifying and proposing opportunities for transformation within existing clients

January 2023 – February 2024

### Chief Growth Officer, *comedia design*

- Established strategic vision, roadmap, methods and mindset to scale product agency 3x
- Built a diverse portfolio of clients and expanded footprint within existing clients
- Introduced new revenue streams and grew long-term stakeholder relationships
- Develop thought leadership and marketing roadmap to build awareness of comedia design and provide client education on product innovation at speed and scale

July 2021 – December 2022

### Partner, Product Design and Experience Strategy, *Prophet*

- Built and scaled global product design (UX + UI) and experience strategy offerings across the firm
- Led global and cross-functional teams for end-to-end product and services that drove business growth and expanded market opportunities
- Sold and managed \$20M+ cross-vertical portfolio of end-to-end product and experience clients
- Led commercial effectiveness and firm building initiatives
- Led creation of X&I's (experience & innovation's) first whitepaper on resiliency in innovation

January 2020 – July 2021

### Head of Product and Experience, *Wunderman Thompson/VML*

- Executive leadership for New York and Atlanta offices
- Managed cross-functional customer experience (CX) team of product managers, product designers (UX + UI), experience strategists, and service designers
- Grew New York as center of excellence (CoE) and established Atlanta's product team to focus on government clients with significant up-skilling and shifting of processes across the organization
- Built bridges across disciplines, offices, and teams to educate on the value and role of product and customer experience in business and brand growth
- Established deep cross-functional partnerships with IT, data, brand, and clients to sell and create transformative and award-winning work
- Top seller with 83% win rate for new business

October 2018 – January 2020

### Product Lead (QuickSight & Marketing Platforms), *Amazon (AWS)*

- Managed UX design teams horizontally across products and platforms championing the Working Backwards process
- Introduced new approach for customer research using mixed methods of data, deep listening, and human behavior to build customer journeys and roadmaps for innovation, prioritization, capacity planning and resource allocation
- Designed, led, and analyzed customer workshops and customer research
- Developed and sold in long-term customer-centric solutions with quick wins to scale products at speed and develop business growth opportunities
- Led the creation of design system primitives in 7 weeks which enabled embedding and theming
- Founding member of *Women in Design at Amazon*

July 2016 – September 2018

**Global Experience Design Director, IBM**

- Developed customer-centric product and business growth roadmaps leading to long-term delivery pipelines of \$25M+
- Built product (UX + UI) teams globally to design, build, and launch first-of-kind solutions at scale
- Partnered with technical engineering teams on strategic visions introducing clients to solutions including AI/ML, Edge, Streams, Blockchain and IoT
- Coached internal business teams to evolve sales org and approach
- Coached IBMers in Enterprise Design Thinking to improve, grow, and win accounts

**Professional Highlights**

**Building and scaling cross-functional product teams**

- **Speed & Scale:** Applied lean/agile and human-centered practices to rapidly prototype, iterate and evaluate strategic ideas (move quickly from thinking to making).
- **Growth:** Transitioned marketing and production teams into product management, product design, and delivery teams. Delivered solutions 6 months ahead of schedule.
- **Flexibility:** Introduced data-centric research methods paired with empathy and customer needs to evaluate impact and feasibility in product driven solutions

**Solving complex challenges**

- **Journey Analytics:** Developed new offerings using qualitative and quantitative approaches to build customer journey maps, prioritize solutions, and track improvements
- **Big Thinking:** Identified and iterated on north-star solutions to align teams, navigate ambiguity and continually evolve features and experiences
- **Roadmaps:** Worked alongside clients and technical teams to develop now, near, and far solutions, to establish roadmaps, secure revenue, and build transformative solutions with impact

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**Education**

**Harvard Business School**  
Certificate, Disruptive Strategy

**Pratt Institute**  
BA, Communication Design  
AS, Illustration + Graphic Design

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**Primary Skills**

- Team Growth and Development
- Cross-Functional leadership
- Outcome driven mindset

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**Industry Expertise**

Retail, Financial Services, Healthcare, Big tech, Telco, Government, Automotive, Aerospace & Defense, Travel, Energy & Utilities

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