

Glenna DeRoy

glennaderoy.com
ghderoy@gmail.com

CommonBond, *Director of Product*, 06/2016 - PRESENT

- Product owner of CommonBond's core student loan platform, focused on stability, optimization and asset class expansion.
- Direct product prioritization with executives based on company objectives and allocate team resources on quarterly roadmap.
- Created and operationalized process by which features are prioritized for development based on effort, impact and risk.
- Work daily with scrum teams to ensure clear requirements and effective release processes; run weekly Scrum of Scrums.
- Manage and mentor two product managers.
- Report project and release status to executives weekly.

Product Manager, 02/2015 - 06/2016

- Project lead on CommonBond's personal loan pilot launch. Defined project requirements and motivated a scrum team of four software developers to launch an MVP in six weeks.
- Developed and led execution of detailed manual QA plan prior to launch of CommonBond's student loan platform in Q4 2015.
- Executed A/B test of full refinance loan application in Q2 2015; led to 10% lift in conversion to hard credit pull.

CBS Local, *Director, Mobile & Video Initiatives*, 07/2014 - 02/2015

- Improved company's competitive position and ability to sell mobile sponsorships with launch of 14 CBS TV weather apps.
- Hands-on product owner, who drove 150,000+ downloads and \$600K in sales in Q4 2014.
- Defined product requirements with external developers, performed QA and set iOS and Android release timelines.
- Worked with cross-functional business stakeholders to coordinate sponsorship schedules and create launch plans.

Manager, Mobile & Video Initiatives, 04/2013 - 07/2014

- Prioritized incremental improvements to increase unique visitors and ad revenue on products accessed by 40M people per month.
- Defined new features, reported and tracked issues to resolution, and performed detail-oriented QA.

Manager, Social Media Strategy, 05/2011 - 04/2013

- Created strategy that increased social media referrals over 500%.
- Managed one Social Media Project Manager.

USA Today, *Social Media Analyst*, 12/2010 - 05/2011

Assistant Online Editor, 11/2008 - 12/2010

News Producer, 06/2008 - 11/2008

SKILLS

Agile and scrum methodologies
User research and usability testing
Prototyping in Invision, Balsamiq
A/B testing in Optimizely
JIRA, Confluence, Trello
Google Analytics, Omniture
FullStory
SQL
Excel, MS Office Applications

EDUCATION

Fordham University, MBA

Finance and Marketing, May 2015
GPA: 3.97

Vanderbilt University, BA

May 2008
Phi Beta Kappa, magna cum laude

AWARDS

CBS "Share the Vision" Award
(2012), company-wide honor

Gannett Chairman's Award (2009),
one of 120 honorees chosen from
40,000 employees