

# Glenna DeRoy

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## **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