



# Michael ANDERSON

## DIGITAL PRODUCT MANAGER

Innovative Banking Product Manager with a focus on digital banking solutions and customer-centric product design. Extensive experience in managing product lifecycles and driving user engagement through technology. Proven track record of developing strategic partnerships that enhance product offerings and customer experiences. Strong communication and interpersonal skills, enabling effective collaboration with diverse teams.

### CONTACT

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### SKILLS

- Digital Banking
- Customer Experience
- User Interface Design
- Data Analysis
- Product Lifecycle Management
- Stakeholder Engagement

### LANGUAGES

- English
- Spanish
- French

### EDUCATION

**BACHELOR OF ARTS IN BUSINESS  
ADMINISTRATION - UNIVERSITY OF  
MICHIGAN**

### ACHIEVEMENTS

- Increased customer satisfaction ratings by 50% through product enhancements.
- Successfully launched a new feature that contributed to a 20% increase in revenue.
- Led a project that improved app performance, reducing load times by 40%.

### WORK EXPERIENCE

#### DIGITAL PRODUCT MANAGER

TechBank Solutions

2020 - 2025

- Developed and launched a digital wallet feature, increasing customer transactions by 30%.
- Collaborated with UX designers to create intuitive user interfaces for banking applications.
- Analyzed customer usage data to inform product improvements and feature enhancements.
- Facilitated focus groups to gather insights on user preferences and pain points.
- Worked with marketing teams to promote new digital features and drive adoption.
- Implemented feedback mechanisms to continuously improve product offerings.

#### ASSOCIATE PRODUCT MANAGER

NextGen Banking

2015 - 2020

- Assisted in the development of a mobile application that enhanced customer engagement.
- Conducted competitor analyses to identify best practices and areas for differentiation.
- Supported the product team in managing the product backlog and prioritization.
- Participated in user acceptance testing to ensure product quality.
- Created reports on product performance and customer feedback.
- Engaged with stakeholders to align product goals with business strategies.