



Michael ANDERSON

PRODUCT STRATEGY CONSULTANT

Innovative FinTech Strategy Consultant with a robust background in financial product development and market positioning. Over 10 years of experience in leading projects that create and enhance digital products tailored to meet consumer needs in a competitive landscape. Expertise in utilizing customer feedback and market research to inform product development, ensuring alignment with market demands and user expectations.

CONTACT

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- San Francisco, CA

SKILLS

- Product Development
- Market Research
- User Experience
- Strategic Planning
- Data Analysis
- Team Leadership

LANGUAGES

- English
- Spanish
- French

EDUCATION

**BACHELOR OF ARTS IN ECONOMICS -
STANFORD UNIVERSITY, 2012**

ACHIEVEMENTS

- Successfully launched a financial product that gained 20% market share within the first year.
- Received 'Best Product Launch' award for innovative design and execution.
- Increased customer satisfaction ratings by 35% through product enhancements.

WORK EXPERIENCE

PRODUCT STRATEGY CONSULTANT

NextGen Financial Technologies

2020 - 2025

- Led the development of a mobile banking app that increased user engagement by 70%.
- Conducted user research to inform product features and enhancements.
- Collaborated with design teams to ensure user-friendly interfaces.
- Analyzed market trends to identify gaps in product offerings.
- Facilitated brainstorming sessions to generate innovative product ideas.
- Evaluated product performance metrics to drive continuous improvement.

MARKET RESEARCH ANALYST

FinTech Insights

2015 - 2020

- Conducted competitive analysis to inform product positioning strategies.
- Utilized data analytics to assess user behavior and preferences.
- Prepared comprehensive reports on market trends and consumer insights.
- Collaborated with marketing teams to align strategies with product launches.
- Presented findings to stakeholders to guide strategic planning.
- Developed surveys to gather feedback on product features.