

Amanda Glover

a.m.glover910@gmail.com • 714.606.4740 • [LinkedIn](#)

Strategic and innovative product leader with over 15 years of experience that includes driving product vision and strategy, building and leading high-performing teams, and developing effective go-to-market plans and roadmaps that achieve business goals. Proven ability to collaborate on complex problem solving in product and research to enable data-driven decision making. Skilled communicator and listener with natural ability to navigate different personality types, make individuals feel heard and empowered, and build trust. Strong passion for strategy, innovation, and customer-preferred market disruption to scale.

EXPERIENCE

WPS Assessment Publishing Company

2020 - present

WPS develops psychological assessments to diagnose learning disabilities in children.

Director of Product Management

Recruited by a past manager as an early hire to the company's first Product Management team formed to transition the business to data-driven decision making. Served as interim team leader during VP of Product Management vacancy.

- Serve as a core member of the leadership team responsible for product vision and strategy.
- Guided change management activities related to introducing the company's first product management function to gain trust and buy-in on the team's function and delivery.
- Guide a four-member team of product managers and UI/UX designers responsible for discovery, usability testing, and prototyping.
- Created and implemented a roadmap development and communication process and a stage-gate process to align the organization on waterfall projects, including alignment on key tasks, cross-functional collaboration, deliverables, and formal RACI. Utilize both agile and waterfall methodologies.
- Lead roadmap planning for the next generation build of the Online Evaluation System (OES) SaaS product used by practitioners to administer and score mental health assessments.
- Introduced customer research practices and the Jobs To Be Done framework to inform user experience strategy.
- Developed project plans to improve OES platform scalability to handle increase of 1MM users. Projects included a database upgrade, migration from on-prem to AWS hosting, development of new APIs, and increased caching.
- Defined strategy for a freemium pricing model to increase users for upselling to premium features.
- Led delivery of new digital easel products and an expanded content offering to meet online demand.
- Overall product efforts led to 24% revenue growth and 100% increase in platform users.
- Developed strategic plans informed by market analysis designed to scale WPS from \$50MM to \$100MM in the school and healthcare segments. The strategy led to \$5MM in first-year growth.

Exemplis

2018 - 2020

Exemplis is the #1 manufacturer of office seating in the US.

Senior Product Manager

Recruited by a former manager to lead the integration of acquired company Symmetry and establish processes to onboard its products to Exemplis' digital platforms as part of the company's rapid expansion as a market leader. Managed \$46MM in furniture product categories.

- Drove efforts to extend the existing Chairbuilder+ SaaS product for furniture configuration to an expanded product to accommodate new furniture types offered by Symmetry. Led onboarding of the Symmetry furniture portfolio into Chairbuilder+ in three months, resulting in 30% sales growth.
- Created wireframes for online user-flow for all products based on research to increase user engagement by 55%.
- Launched a new safety product for offices and healthcare environments in two-weeks in response to COVID-19 that achieved \$2MM revenue on launch day and \$13MM in three months to exceed annual target.
- Developed product vision and strategy for height-adjustable table portfolio, exceeding launch target by 47%.

- Managed two Product Analysts and a Product Marketing Intern. Partnered with leadership to design and implement employee retention plans to provide internal growth opportunities and clear career paths.

Fisher & Paykel Premium Appliances

2014 - 2018

Fisher & Paykel is a premium appliance manufacturer based in New Zealand.

Senior Product Manager

Hired to establish a product department, processes, and category management practices to enable growth.

- Managed multiple categories (i.e. refrigeration, cooking, dishwashing, laundry) with 400+ SKUs that achieved 32% revenue growth to \$150MM during tenure.
- Drove ground-up development of the first product management team and established foundational processes and product analytics (e.g. KPIs, dashboards, OKRs) to enable enhanced data and reporting to stakeholders.
- Led discovery and developed user requirements for F&P Connect app and IoT software for cooking products.
- Identified blue ocean opportunity leading to industry first refrigeration product and installation practice, reducing installation time from 6 hours to one that saves \$5K in installation costs to customers.
- Enhanced top selling DishDrawer product line by creating an "Extra Dry" feature that improved performance 32%.
- Leveraged customer insights feedback to create the "Quiet" cycle for laundry, leading to 23% in sound reduction.
- Managed Associate PM to alleviate day-to-day tasks for the entire department.

Targus, Inc.

2005 - 2014

Targus is the inventor of the laptop case and a leading manufacturer of laptop/ tablet cases and accessories.

Global Product Manager (2011 - 2014)

Promoted to lead global product development for tablet/iPad cases and accessories across Europe, Asia, and the Americas while partnering with Global Sourcing Group in Hong Kong and China to develop and manufacture products.

- Drove strategic planning and 18-month product roadmap for newly-introduced tablet case category that achieved \$152MM in revenue in first two years post-launch of the iPad product portfolio.
- Established global development strategy for Universal Case portfolio to achieve \$9MM in sales.
- Led SKU rationalization to delete lower performing products resulting in 20% increase for remaining portfolio.
- Drove private label tablet case development for the Best Buy Platinum brand.
- Created product segmentation strategy to guide product development leading to differentiated "stylish durability" product category and GTM strategy to meet customer needs.
- Led strategic planning for iPad 3 case retail marketing, achieving a record \$63MM in one-month sales.
 - Created ecommerce marketing strategy for iPad 3 case launch, resulting in \$3MM Amazon growth and exclusive online placement at Office Depot.
 - Developed permanent iPad 3 in-store display at Staples to obtain 60% share of shelf.

Marketing Communications Manager (2005 - 2011)

Hired to manage tradeshows, product launches, PR planning, advertising, and copywriting.

- Developed online content and ecommerce product pages.
- Led development of marketing communications collateral for B2C and B2B channels.
- Managed focus group planning and preparation with offsite vendors and moderators.

SKILLS

Product Management: Product Vision & Strategy, Market / Customer Research / Trends, Innovation/Roadmapping, Lifecycle Management, Problem Solving & Leadership, People Management

Business Management: P&L Management, Program Management, Process Development, Change Management / Strategic Planning, Business Case Development, Stakeholder Alignment / Communication

Digital Development: Platform Development / SaaS, User Research/Engagement, Agile/Scrum, Digital Transformation

EDUCATION

BS, Communication, California State University - Fullerton, CA (2004)