SIGGY JONSSON

PRODUCT MANAGER

CONTACT

917.572.5374

siggyosk@gmail.com

Mount Prospect, IL

https://siggyosk.com

https://www.linkedin.com/in/siggyosk/

EDUCATION

BBA in Design Marketing
Parsons School of Design
New York, NY | 1994

SKILLS

- Product Management
- Strategic Roadmapping
- Agile Methodologies & Planning
- User Story & Requirement Writing
- Product Launches
- Stakeholder Demos
- Customer Focus
- Cross-functional Collaboration
- Product Team Leadership
- Product Lifecycle Management
- Data Analytics
- User Testing / User Research

CERTIFICATIONS

Certified SAFe 6 PO/PM
Scaled Agile | 2023

PMC Level II
Pragmatic Institute | 2023

Generative AI Fundamentals
Databricks | 2024

AI Strategy & Governance
University of Pennsylvania | 2024

PROFILE

Experienced product manager with seven + years experience in product management and over two decades in the digital space. Certified, agile product manager, creating products to engage the user, increase loyalty and spend. Leading product teams to solve problems with data, guidance, collaboration and creativity.

EXPERIENCE

PRODUCT MANAGER

HEIDRICK & STRUGGLES | REMOTE | 2022 - 2024

Leading the launch of the Heidrick for Leaders website, including executive leader assessments, coach scheduling and payment features. This contributed to increase executive profile submissions by 25% and executive leadership assessment completions by 33%. Daily responsibilities including but not limited to:

- Roadmap and strategy consulting
- SAFe Agile PI and sprint planning ceremonies, collaborating with product, engineers, devops, UX, design and architecture teams
- Defining and writing feature requirements
- Data analytics and KPI reporting
- Presentations to stakeholders and leadership
- Workflow mapping, collaborating with UX and architecture
- A/B and user testing

PRODUCT MANAGER

CARD CORPORATION | REMOTE | 2021 - 2022

In charge of mobile and desktop application product team, delivering features for newly launched Premium Banking Card and mobile features:

- Stakeholder communication to align customer flows with business needs and bank partner specifications
- Agile ceremonies and documentation in Jira, leading refinement sessions to set engineers up for success to build and deliver features
- User Experience workflow and design mockups
- A/B testing
- Working closely with marketing to promote features,
- Data analytics to observe effectiveness of new builds and pivot in response to user and customer agent feedback

SIGGY JONSSON

PRODUCT MANAGER

LANGUAGES

English | Fluent
Icelandic | Fluent / Native
German | Intermediate
French | Intermediate
Luxembourgish | Fluent / Native

TOOLS

- Atlassian, Jira Align, Confluence, TFS, Rally, Slack, Microsoft Office Suite, Microsoft Teams, PostgreSQL, Google Analytics, Adobe Analytics, ETL, Machine Learning, Power BI, Tableau, Ensighten, Optimizely, Hotjar, Usertesting.com, Qualtrics, Glassbox, Browserstack, Sketch, Miro, Trello, Basecamp, RealTime Board, Figma, Invision, Eloqua, Stripe, HTML, CSS, Google Workspace, Adobe Experience Cloud: AEM CMS Management

VOLUNTEERING

Icelandic Association of Chicago, Feed my Starving Children, 826 Chicago, Bernie's Book Bank,NY Cares

REFERENCES

Reviews:
https://www.linkedin.com/in/siggyosk/

EXPERIENCE (CONTINUED)

PRODUCT MANAGER

CAPITAL ONE | ROLLING MEADOWS, IL | 2019 - 2021

Managing co-branded credit card mobile and desktop application feature launches, enhancements and delivery including:

- Migration from Dynamic App to APPNEXT platform
- Collaborating with UX, UI, stakeholders and partners to define intent and plan upcoming PIs
- Roadmap, PI, sprint and release planning for delivery team
- Documentation including story requirements and acceptance criteria
- Monitoring engagement and A/B testing data to validate features and present findings to partners and the business

ASSOCIATE PRODUCT MANAGER

CDW | LINCOLNSHIRE, IL | 2017 - 2019

Managing roadmap and features for AEM (Content Management System) and eCommerce Account Center

- Leading the team to deliver CMS feature improvement
- Gauging feasibility of a feature through refinement and discovery with UX, design, scrum master and engineering leads
- Authoring feature requirements for sprint planning
- Once in production, reviewing the data, user feedback to iterate and improve as needed

PROGRAM MANAGER

CDW | LINCOLNSHIRE, IL | 2013 - 2016

As content editor and strategist, responsibilities including:

- Aligning with solutions and segment marketing teams to translate content to the web in a user-friendly format
- Building landing page experiences to help the user navigate through a great variety of solutions offerings
- Collaborating with stakeholders, search, design and development teams
- Analyzing data to shape content based on user behavior and feedback

ECOMMERCE EDITOR

CDW | VERNON HILLS, IL | 2011 - 2013

Writing and editing web content for CDW eCommerce sites

- Supporting marketing, advertising and sales by building brand showcases and software title pages for partners including Apple, Microsoft and Adobe
- Collaborating with cross-functional teams on major product launches and campaigns