

Alicia Drinkwater

Senior Product Manager, Leader, and Strategist

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Innovative and adaptable Senior Product Manager with over 8 years of experience driving products from concept to market in fast-paced environments. I specialize in lean product development, leading cross-functional teams, and creating high-impact solutions under tight timelines and limited resources. My expertise lies in guiding agile teams to deliver high-quality products that meet market demands through user-centric, data-driven discovery. I am seeking a dynamic role where I can champion the customer through simple yet innovative product solutions.

Experience

Senior Product Manager I & II, BuildBook + Housecall Pro, Aug. 2022 - Aug. 2024

I led the organization's highest velocity squad in a PLG business model, taking solutions from 0 to 1 and 1 to 100.

- **Discovered** products through user interviews, surveys, market research, and data analysis using SQL, Mixpanel, and other BI tools. Tested prototypes and launch strategies through large-scale beta programs.
- **Built** solutions using Shape Up and Agile in Jira, including a highly strategic and technical accounting integration. Full ownership of roadmap and cross-functional stakeholder management. Prioritized with the business using product-led growth as the primary driver for scaling.
- **Delivered** results including a 10% increase in invites to the least-engaged segment, a 24-hour reduction in new user first time to value, and the complete removal of a product theme from the churn list.
- **Led** initiatives to upskill squads in 1:1 and group settings. Wrote and implemented new product operations strategies.

Product Manager, ThriveDX, Aug. 2021 - Aug. 2022

I served as the product manager of instruction, using data analysis to help place over one million students in careers by 2030.

- **Discovered** products through stakeholder collaboration, user interviews/shadowing, and data analysis using SQL and Qlik.
- **Built** internal tools to manage the instructor experience, scheduling, and certification using Scrum and Jira. Procured innovative tools to match the student experience with the instructor's goals.
- **Delivered** results including a 10% decrease in the company's largest expense and a data framework to evaluate instructors.
- **Led** product evangelism through 1:1 mentorship and workshops with my department and with company leaders.

Founding Product Manager, nodMD, Feb. 2021 - Aug. 2021

I managed technical healthcare products, developing operations, and leading HIPAA compliance along the way.

- **Discovered** multiple products and lines of revenue using market analysis. Tested and validated products with user groups.
- **Built** technical and experiential features on mobile and web, including an integration with a major EHR product.
- **Delivered** end-to-end results for new and existing products. Wrote and implemented company-wide product operations.
- **Led** strategy for product-led growth. Hired and managed a global team of product designers/managers and engineers.

Director of Product Management, CSA360, Feb. 2019 - Feb. 2021

I used product-led growth to redefine the team's culture while overseeing the development of multiple cross-industry products.

- **Discovered** product opportunities through data analysis, on-site visits, and key account management.
- **Built** web and mobile products using Scrum and Jira. Launched solutions using IoT, NetSuite integration, and Twilio.
- **Delivered** a 150% increase in the product department's efficiency.
- **Led** the product department, including global operations, hiring, and management of product designers and engineers.

Product Consultant, Archon Tech Strategies, Dec. 2017 - Feb. 2021

I partnered with startups as a product consultant to develop and deliver digital products.

- **Discovered** product strategy for startup owners using market research, user interviews, and rapid prototyping.
- **Built** mobile and web apps, B2B and B2C, in industries including healthcare, sports, and food services.
- **Delivered** multiple product fidelities, from wireframes to prototypes to complete apps, supported by lean business models.
- **Led** the software development lifecycle, coordinating between stakeholders, engineers, and designers.

Director of Product and Design, Communicode, Aug. 2016 - Mar. 2018

I led product strategy, designing UIs and service models that support emerging technological approaches with AI and ML.

- **Discovered** an initial product offering using grassroots, in-field research with businesses and users.
- **Built** web and mobile designs using nearest-neighbor machine learning to match user types together. Designed all UI and wrote all front-end components using React.JS.
- **Delivered** product strategy, brand strategy, and product prototypes to my team, the company, and our investors.
- **Led** early product strategy from ideation through delivery.

Education

Savannah College of Art and Design. **B.F.A., User Experience, Minor, Graphic Design.** Summa Cum Laude.

I studied entrepreneurship, interaction design, electronic engineering, software development, visual design, user research, business pitching, prototyping, user testing, service design, and go to market strategies.

View my full resume at aliciadrinkwater.com