

Rachel Herken

Product Owner, CSPO, CSM

Olathe, KS 66061 | The Greater Kansas City Area

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Results-driven Product Owner with 10+ years of experience in retail point-of-sale, health and wellness, and domain investing. Expertise in Agile methodologies, product strategy, and stakeholder engagement. Adept at coaching teams, streamlining workflows, and driving adoption of innovative solutions.

SKILLS

- Product Vision & Roadmapping
- Feature Prioritization
- Agile methodologies (Scrum & Kanban)
- User-centered design & Usability testing (UserTesting.com, GetSiteControl, Lighthouse, LaunchDarkly)
- Leadership & Team development
- Cross-functional & Stakeholder engagement
- Data-driven decision-making
- Release & project management (Jira, Contentful, Google Analytics)

PROFESSIONAL EXPERIENCE

TurnCommerce, Remote - Product Owner, CSPO, CSM

MAY 2024 - JANUARY 2025

- Developed and shared a product strategy which aligned quarterly objectives and features, improving stakeholder communication and strategic execution.
- Conducted customer interviews within two weeks of onboarding, optimizing the NameBright Beta platform's usability.
- Partnered with UIUX to design new features that enhance user experience and ensure compliance with both ICANN and ADA accessibility guidelines.
- Directed a major migration, transitioning 100% of traffic to a new platform within 90 days of onboarding.
- Streamlined backlog prioritization, ensuring 100% alignment with product goals.
- Designed an automated support shortcut integrating Slack and ticketing software, reducing manual data entry and accelerating bug resolution by 30%.
- Crafted feature epics and user stories with comprehensive acceptance criteria, ensuring alignment across stakeholders, developers, and testers.
- Implemented Google Tag Manager to track feature usage, enhancing data-driven decision-making.

Hologram Sciences, Remote - Product Owner, CSPO, CSM

JANUARY 2022 - APRIL 2024

- Managed cross-functional collaboration with Mayo Clinic providers, driving innovation in health and wellness.
- Spearheaded user research, defining personas and journeys for bariatric surgery patients based on direct interviews and extensive competitor intel.

- Launched the Phenology menopause app in 3 months, increasing LTV by 2.3x for engaged users.
- Implemented user acceptance testing which reduced the number of bugs by 70%.
- Mentored junior product owners, fostering a culture of continuous improvement.
- Led Agile ceremonies, maintained Jira dashboards, and authored 1,000+ user stories with detailed acceptance criteria.
- Oversaw app store submissions, release management, and user training initiatives

Transactly, Remote - *Product Owner, CSPO, CSM*

DECEMBER 2020 - JANUARY 2022

- Directed the development of a web application improving real estate transaction transparency.
- Streamlined the onboarding process for users based on friction points within the data, reducing account setup time by 40%.
- Created and maintained product roadmaps, ensuring alignment with business objectives.
- Established mentorship opportunities for junior team members, fostering skill growth within the organization.

Retail Success, Overland Park, KS - *Product Owner, CSPO, CSM*

AUGUST 2016 - DECEMBER 2020

- Led the successful launch of a SaaS Cloud POS system in 3 months, transforming retail and social selling.
- Scaled app usage from 200 to 90,000 active users in 6 months by enhancing inventory and payment capabilities.
- Standardized Jira templates for user stories and bug tracking, improving development efficiency.
- Provided mentorship and training to new product team members, fostering a high-performing, Agile-driven culture.

EARLY EXPERIENCE

- **Veriship** – *Scrum Master, CSM* | Aug 2013 – Aug 2016
- **Saepio** – *Graphic Engineer II* | Aug 2010 – Aug 2013
- **Gear for Sports** – *Graphic Artist II* | Aug 2007 – Aug 2010
- **RC Sales** – *Contract Graphic Designer* | Apr 2005 – Feb 2019

EDUCATION & CERTIFICATIONS

- **Certified Scrum Product Owner, CSPO** – *Scrum Alliance*
- **Certified ScrumMaster, CSM** – *Scrum Alliance*
- **Product Management Basics Certification** – *Pendo x Mind the Product*
- **Project Management Certificate** – *UC Berkeley Center for Executive Education*
- **Bachelor of Arts in New Media (Graphic Design Emphasis)** – *Oklahoma Christian University*