Lydia King

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Summary:

Senior Product Manager experienced in multi-industry technologies, strategic product development, legacy end of life modernization efforts, continuous discovery, orchestrating collaboration across complex cross-functional teams, data-driven iterative product development using data performance metrics, backlog management and prioritization, and Agile methodologies.. Deliverables include external and internal mobile apps, enterprise digital web solutions, data visualization dashboards and streamlined workflows to increase time to market.

Tools:

Rally, Jira, Confluence, Google Analytics, Datadog, REDCap, Figma, Sketch, InVision, mural, Slack, G Suite, Microsoft Office, Tableau, SQL, Redshift, Collibra, Lucidchart, Slack, aha!, miro, ClickUp.

Experience:

CVS Health

Sr Product Manager (Feb 2025 – Nov 2025) *contract*

The existing PBM ecosystem has significant financial leakage due to errors caused by reliance on manual, siloed workflows, and inconsistent user interpretation of data. The project seeks to decommission outdated legacy systems, move from mainframe to cloud solutions, streamline workflow management with scalable solutions that adapt to rapid changing market trends.

- 0-1 MVP was a digital application that eliminated Excel as the primary tool, provided users with field validations to reduce manual entry errors and, increased efficiency with a single digital solution to manage workflows

- Refocused team from strictly execution focused to a product outcome-based approach allowing the team to deliver value added solutions to address immediate user needs

- Reduced frequent scope creep caused by siloed and reactionary decision-making with a shift-left methodology combined with a 360° team collaboration. This led to accurate estimates and timelines, reduced rework, and less project instability

Elevance Health

Sr Product Manager (May 2023 – Dec 2024) *contract*

Responsible for public-facing web content, web content solutions to support Medicaid, Medicare, and D-SNP program implementations, customized client microsites using scalable CMS components.

- Fostered relationships with Account Managers to reduce time to market client microsites from 6 weeks to 2 weeks by standardizing processes and launching MVP sites.

- Implemented a self-service process for Account Managers to view content in lower environments to provide timely feedback for content updates.

- Provided clarity into intake requirements, levels of efforts, external dependencies to develop accurate timelines. This reduced unplanned work and allowed teams to properly manage their backlogs.

American Express

Sr. Product Manager (Aug 2022 – Apr 2023) *contract*

Lead 20+ person cross-functional team in iterative product development to identify problem statements and deliver outcome-based solutions, launch features, and measure product performance.

- Promoted self-service CMS and increased automation by 47% for acquisition updates made by international marketers to solicit new business. The shift towards self-service allowed decreased time to market to launch new product offerings to solicit new business.
- Developed KPIs and Performance Metrics to manage against the product's performance. Upon developing a strategic roadmap, product enhancements led to a decrease in time to market from 21 days to under 7 days.

Memorial Sloan Kettering

Sr Product Manager (Jan 2022 – Aug 2022) *contract*

Responsible for 2 redesigned mobile MSK patient apps, pioneered enterprise communication to showcase upcoming releases and new features, and published product KPIs. Used various data sources to build prioritize new and features

- Product updates resulted in an increase in user satisfaction surveys, increased app store ratings, decrease in missed and/or rescheduled appointments, decreased help desk calls, increase in user engagement, increased session duration, increased monthly users.
- Worked throughout the organization for patient-facing associates to gain valuable insight and feedback to identify features to reduce missed/late appointments,

Signify Health

Associate Product Manager (Oct 2018 – Dec 2021)

Maintained strong relationships with end-users to earn trust to elicit honest feedback to make data-driven decisions, increase user adoption, and streamline user workflows. Products were developed based on data analytics, user interviews, shadowing/observations, and market research.

- Produced data visualization reports to post-acute account executives to identify areas of opportunity to reduce costs, reduce readmissions, and optimize patient outcomes post discharge.
- Analytical insight reports allowed post-acute teams to identify areas to reduce patient readmissions and lengths of stays at post-acute facilities.

JetBlue

Sr. Business Analyst (Nov 2016 – Oct 2018)

Redesigned information display screens to increase passenger and crew awareness regarding flight information. Empowering passengers with information allowed the Gate Agents and back-of-house crew members the opportunity to focus on increasing on-time departure performance and in-flight sales.

- Decreased passenger wait times for wheelchair assistance, decreased Department of Transportation violations for wheelchair passenger wellness checks.
- Increased pre-flight sales for premium services such as meal kits and Even More Room™ seats

KPMG

Sr. Business Analyst (Dec 2015 – May 2016) *contract*

- Functional BA and Product Owner working cross-functionally with several teams to develop mobile applications based on clients' goals and needs. Primary projects included workflow and business process management and data migration.

Madison Square Garden Entertainment Corp.

Sr. Business Analyst, Venue Systems (May 2013 - May 2015)

- Provided Level 3 application support during venue events for POS applications, credit card processing, inventory and merchandise management, building operations and security incident reporting applications
- Maintained software requirements, conducted UAT efforts and implementation plans for application enhancements

GEICO

Sr. Sales Systems Analyst, Sales Coach, Sales Agent (Oct 2002 - May 2013)

- Doubled online sales application throughput and automated sales using analytics to identify customer roadblocks that were causing users to abandon the sales process.
- Conducted A/B testing with UX teams to test hypothesis on user engagement
- Sales Agent and coach resulted in high performing sales teams by using streamlined application workflow

Education:

Pennsylvania State University, Bachelor of Science in Business Administration w/ minor in Human Resources

Licenses & Certifications:

Certified Scrum Product Owner – Scrum Alliance
Querying Relational Databases – eCornell
Enhancing Data Visualizations with Tableau – eCornell