

KELLY CONNELLY

Product Leader | Growth, Platform Strategy, Self-Service & AI-Enabled Digital Experiences

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PROFESSIONAL SUMMARY

Product leader focused on growth, platform strategy, self-service digital experiences, product analytics, experimentation, and AI-enabled workflows. Proven record transforming high-friction manual journeys into scalable API-enabled products that improve adoption, customer experience, operational efficiency, and measurable business outcomes. Builds data-informed roadmaps, leads phased rollouts, and partners deeply with engineering, UX, operations, and business stakeholders from discovery through launch and value realization. Currently pursuing an MBA and M.S. in Strategic Management at Indiana University's Kelley School of Business.

CORE PRODUCT STRENGTHS

Product Strategy & Roadmaps · Growth & Adoption · Self-Service Digital Experiences · API Platforms · Product Analytics · Experimentation · Funnel Analysis · Retention Strategy · AI-Enabled Workflows · Customer Experience · Platform Modernization · Cross-Functional Leadership · Product Operations

PRODUCT ANALYTICS PORTFOLIO

- Built product analytics case studies using Amplitude, SQL concepts, synthetic behavioral data, event taxonomy design, funnel analysis, retention modeling, segmentation, and experimentation planning to demonstrate applied growth product strategy.
- Created an AI subscription growth case study evaluating how capability discovery, upgrade prompts, and onboarding moments could improve activation, premium conversion, retention, and customer value realization.
- Developed a Netflix Event Pass case study exploring how one-time live event demand could convert into durable membership growth; designed the user journey, instrumentation map, synthetic V2 dataset, Amplitude dashboard, offer-variant analysis, segment model, and guardrail metrics.

PROFESSIONAL EXPERIENCE

Product Owner / Product Manager, Service Platform — Prudential (Mar 2022–Present)

- Own product strategy, roadmap priorities, and delivery for API-enabled service platform capabilities supporting millions of customers, millions of weekly transactions, and dozens of internal and external product consumers.
- Built a self-service digital withdrawal experience from zero to scale, making 95% of withdrawals eligible for self-service, driving roughly 85% self-service adoption, and reducing paper forms and manual handling by 90%.
- Identified, pitched, and delivered a guided advisor-initiated flow that improved customer experience, reduced support dependency, and generated more than \$500K in annual savings.
- Led API platform modernization that reduced DTCC manual handling from 100% to 25% and delivered an external Hantz API integration enabling 100% electronic submission for roughly 100–150 requests per day.
- Use customer insights, operational data, adoption signals, NPS, CSAT, and handle-time trends to prioritize roadmap tradeoffs; improved customer and employee experience while reducing average handle time by more than 15%.
- Partner with engineering, UX, operations, compliance, service, and business teams to translate complex workflows into scalable platform capabilities, user stories, rollout plans, and measurable success criteria.

- Lead phased rollouts, pilots, and readiness plans to test hypotheses, validate adoption, de-risk launches, and iterate before broad release across enterprise-scale user groups.
- Lead cross-functional delivery with 6–15 developers across API, middleware, and Salesforce capabilities while balancing new product delivery, production support, incident triage, technical debt, and architecture improvements.
- Apply AI and automation across product and delivery workflows, including story drafting, analysis, meeting recap, workflow design, triage, and a PM drafting app built with Copilot, Power Automate, and Power Apps.

Customer Experience & Platform Adoption Lead — Prudential (Jun 2018–Mar 2022)

- Accelerated adoption of service platform capabilities by creating training, documentation, and rollout support that improved consistency, readiness, and user confidence.
- Converted frontline customer pain points into product insights, helping teams identify friction, prioritize improvements, and improve end-to-end experience quality.
- Served as a trusted escalation and enablement partner for peers and leaders, strengthening knowledge sharing, service quality, and product feedback loops.

Sales Manager — Shane Company (Aug 2014–Mar 2018)

- Led, coached, and developed a 16-person team, building performance systems, training practices, and customer-centered operating standards.
- Drove customer loyalty and revenue performance through consultative discovery, team coaching, and consistent execution against service and sales goals.

ADDITIONAL EXPERIENCE

Sales Associate – Shane Company; Premium Services – Minnesota Twins; Treasury Management Client Services – Wells Fargo; Marketing Assistant – Wells Fargo

EDUCATION

Indiana University, Kelley School of Business — Bloomington, IN

M.B.A. and M.S. in Strategic Management, expected 2028

Forté Fellow and scholarship recipient

Saint Mary's University — Winona, MN

B.A. in Marketing and B.A. in Graphic Design (2005)

CERTIFICATIONS, AWARDS & TECHNICAL DEVELOPMENT

- Certified SAFe Product Owner/Product Manager (POPM)
- Certified Scrum Product Owner (CSPO) – Scrum Alliance
- SQL Development – Completed SQLBolt and DataCamp SQL Fundamentals training covering SELECT queries, joins, aggregation, filtering, and relational database concepts.
- Amplitude – Built synthetic product analytics case studies covering event taxonomy, funnel analysis, retention, segmentation, experimentation design, dashboarding, and synthetic data modeling.
- 2025 Power Apps Hackathon Winner
- Prudential Five Star Award Winner