

Diego Angarita

Product Manager

I am an agile product manager with 10 years of experience performing data analysis, conducting market research and leading cross-functional teams. I am seeking an opportunity with a high performing team working on a product with real world impact.

EXPERIENCE

Cofounder and Product Manager

[Campaign Arcade](#) Jul 2017 - Jan 2018

- Wrote epic, user stories and personas based on 50+ customer interviews
- Prioritized backlog through sprint planning based on developer capacity and user experience testing
- Shipped gamified telemarketing app after testing wireframes, prototype and mockup

Summer MBA Product Manager

[Danaher Corporation](#) May 2016 - Aug 2016

- Developed MVP based on user experience interviews and testing
- Mapped B2B e-Commerce landscape for competitor water analytics and industrial e-Commerce sites

MBA Product Marketing Consultant

[UNC Kenan-Flagler Business School](#) Jan 2016 - May 2016

- Conducted user research through focus groups, social listening and professional survey resulting in customer insights
- Presented marketing plan to C-suite executives resulting in adoption and implementation of digital strategy
- Developed personas and user stories for luxury CPG company to position e-commerce platform for target users

Marketing and Outreach Manager

[Co-op Power](#) Mar 2013 - Jun 2015

- Constructed sales architecture and digital strategy for subscription solar product for four community solar projects resulting in first 1 MW of sales
- Designed and implemented market strategy for energy efficiency products resulting in 60% increase in qualified leads
- Conducted conjoint analysis for future pricing strategy resulting in understanding how customers value product attributes

Chief Operations Officer

[Nuestras Raices](#) Sep 2008 - Nov 2013

- Convened cross-functional industry stakeholders to improve user experience and health code compliance resulting in higher quality school food for 5K+ students
- Cultivated public and private fundraising relationships resulting in \$1.6M in funding for existing programs and hiring 6 program directors
- Problem solved business issues as executive board chair for energy efficiency startup overseeing company's 3x growth to \$4M+ in revenues over 3 years by securing \$75K for a capital investment

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Raleigh, NC

SKILLS

Strategy

Digital Marketing

Analytics

Project Management

Marketing

Product Management

Financial Modeling

SQL

Lean Methodology and Development

Cross-functional Leadership

EDUCATION

Master of Business Administration

[UNC Kenan-Flagler Business School](#)

May 2017

General Management

Bachelor of Arts

[Hampshire College](#)

May 2008

Interdisciplinary Studies