

# CANDICE M. WARD

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## EXECUTIVE SUMMARY

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Principal product manager with **10+ years** experience in the tech industry delivering data-driven product enhancements and **new v1 product** launches ahead of schedule. Expertise in predictive modeling, statistical analysis, Big Data, and machine learning algorithms. Combination of strong technical background and user experience management.

## WORK EXPERIENCE

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WAFFLESMITHY LLC | Private Consulting

Nov 2023 - Present

### Principal Product Manager

- Building a CRM mobile application with **80K+ users** in **165 countries** for the Church of Jesus Christ
- Coordinating on-prem data migration to the cloud with the Church of Jesus Christ
- Developed strategy and wrote PRD for a machine learning platform at mesur.io
- Recommended tech stack for a POC porting customer profiles between products in a digital wallet for a major financial services firm based in Hong Kong

AVAST | 1,700-person antivirus company, >\$892M revenue

June 2022 - Nov 2023

### Principal Product Manager, Midy Developer Portal, API-First Product

- Launched Developer Portal **decreasing onboarding time 90%** by automating processes
- Established and drove VP-level partnerships with **2 vendors** based on market research
- Gathered qualitative and quantitative feedback from **15 companies** on MVP requirements leading to a partnership with Accenture

### Product Manager, Backend Cryptography API, Web3 Product

- Led **5 global teams** (3-20 engineers each) in developing cryptography API and verifiable credential platform **6 months** ahead of schedule
- Drove consensus with **8 stakeholders** at the director level on cryptographic protocols
- Negotiated backlogs with other product teams on **3 successful** internal projects

VIVINT SMART HOME | 12,000-person IoT company, >\$1.6B revenue

January 2022 - May 2022

### Product Manager, Home Security & Smart Home Control, Mobile App Product

- Collaborated with data scientists, ux designers, and key stakeholders to identify and implement troubleshooting features estimated to **curb customer care expense by 3-4%**
- Prototyped and **shipped 3 new** battery life features based on customer interviews on schedule

EVERNYM (an Avast company) | 30-person blockchain startup, >\$4M revenue

Summer 2021

### Associate Product Manager (Intern), Reusable Digital Identity, Web3 Product

- Managed backlog for a **4-person** agile development team using JIRA
- Presented product demo to **1000+ webinar attendees** announcing a new release

## EDUCATION

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**Master of Information Systems Management (MISM)** - Brigham Young University

April 2022

- Developed projects in AWS, Python, Azure ML, Swift, Figma, Github, SQL, Docker, and Tableau

**Bachelor of Science (BS) in Mathematics** - Brigham Young University

April 2010

- **18 credit** hours in computer science