

# Cameren Smith

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## SUMMARY

Senior Product Manager with 5+ years experience focused on delivery at scale. I develop robust systems of organizational enablement, governance, and cross-functional execution through accessible assets, documentation and processes. Experienced establishing PMO standards, facilitating internal and external stakeholder workshops, aligning roadmap strategy to revenue goals, and empowering engineering and GTM teams through structured planning, dependency mapping, and agile governance. Known for building clarity across ambiguity and driving alignment across product, engineering, marketing, legal, and customer success.

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## RECENT EXPERIENCE

### Technical Product Manager (Freelance)

#### Mothers to Daughters

2025 - Present

- Led end-to-end product strategy and execution for M2D Platform Ecosystem, overseeing development of subscriptions service, authentication systems, pricing, and design system governance to support scalable community growth toward 100K members in 2025.
- Facilitated recurring product planning workshops and roadmap reviews, aligning engineering, design, advisory board toward growth initiatives targeting 5,000+ monthly visits and 3M ARR.
- Established AI-assisted agile operating model across 10 cross-functional volunteer contributors, defining accountability, ownership, and documentation standards, leading to 100% net operational efficiency gains.
- Defined governance standards for security, access control, and architectural consistency, ensuring scalable backend and frontend integration across web and mobile experiences.
- Built and implemented a KPI-driven growth roadmap, connecting funnel analytics, app downloads, and engagement metrics to phased release planning and iteration strategies.
- Introduced AI-powered GitHub QA and performance monitoring practices, reinforcing accessibility (WCAG) and quality standards across releases, leading to 90% reduction in previously manual QA process.

### Product Manager, Platform Experience

#### Simpson Strong-Tie

2022 - 2025

- Owned the Platform Experience portfolio across 28+ enterprise applications, defining strategy and roadmap for shared capabilities including Simpson UI, API service, IAM and pricing to reduce technical debt of recreating these services each time in every application, slashing technical debt by 40-50%.
- Drove 2-3 point increases in NPS and CSAT by creating shared research database connecting all applications and Salesforce data, showing trends over time and using data to iterate on Simpson UI design and development standards.
- Built AI-enabled workflows in Jira using automation toolchain, reducing handoff delays and status ambiguity while tightening accountability, leading to over 50% increase in Sprint Estimation accuracy.
- Built and socialized platform-wide governance standards covering accessibility (WCAG), architectural guidelines, and documentation practices to ensure scalable and compliant product delivery across 15 integrated product teams
- Partnered with GTM leadership to coordinate release readiness, enablement, and positioning, aligning platform launches to revenue-driving initiatives and enterprise adoption milestones.
- Designed and deployed Copilot AI intake automation, reducing intake-to-start cycle time by 30% and improving sprint predictability across multiple feature teams.
- Integrated Jira plugins with ARR planning systems like Dragonboat, removing cross-tool ambiguity and improving portfolio-level visibility which drove 20%+ operational efficiency gains against the bottom line.

### Product Owner, SaaS Platform (Independent Contractor)

#### Maven Solutions

2022 - 2022

- Led transition from legacy desktop application to multi-tenant cloud platform, enabling expansion into 3 institutional school districts and supporting 500+ student users.
- Owned product roadmap and backlog prioritization across web and mobile initiatives, aligning feature delivery to institutional adoption and scalability goals.
- Facilitated scrum ceremonies and creating iterative action items from retrospectives, improving delivery predictability and reinforcing continuous improvement practices.

### Customer Success Manager (Independent Contractor)

#### Soar

2021 - 2022

- Managed 20+ accounts (\$5K-\$6K ACV), tracking TTFV, adoption, CSAT, and NPS in Salesforce and creating accessible real-time dashboards for the company using Lightning websockets.
- Created efficient Customer Success-to-Engineering pipeline, and through proactive customer engagement and value reviews, reduced churn by 18% over the year.

- Established outreach program on Reddit, generating 25% new-customer growth in Q2 via referrals and cold lead outreach (Anker, Eek! Games).

## Customer Success Engineer (Contractor)

XL.net

2021 - 2021

- Partnered with Customer Success Managers to optimize client-facing web properties, leveraging HTML/CSS/JavaScript to improve site performance, accessibility (WCAG), and user experience, increasing client satisfaction and reducing friction in delivery.
- Diagnosed and resolved frontend performance issues and light infrastructure/networking defects, reducing engineering escalation volume by 15% and accelerating issue resolution cycles.

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## CURRENT PROJECT

### Owner

Open Eco • [www.open-eco.org/](http://www.open-eco.org/)

- Built an open-source climate-accounting SaaS platform featuring real-time emissions tracking, forecasting, and LLaMa-powered AI reporting for SMB compliance workflows.

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## EDUCATION

### Bachelor's in Management Information Systems

University of Wisconsin-Milwaukee

- International Business Minor

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## SELECTED CERTIFICATIONS

### AI for Product Management

Pendo.io • 2025

### Professional Scrum Product Owner II

scrum.org • 2024

### Professional Scrum with User Experience

scrum.org • 2023

### Certified Jira Administrator ACP-120

Atlassian • 2022

### ICAgile Team Facilitator

ICAgile • 2022

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## CURRENT INVOLVEMENT

### Website Administrator

Free For Charity •

### UX Engineer/Accessibility Advisor

Koenig Childhood Cancer Foundation

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## CORE SKILLS

Product Strategy & Roadmap Ownership  
Platform & Backend Capability Leadership (APIs, IAM, Pricing Systems)  
Revenue-Aligned Portfolio Planning (ARR, Prioritization, Investment Tradeoffs)  
Cross-Functional Leadership & Stakeholder Alignment  
PMO Governance & Operating Model Design  
PI Planning, Dependency Mapping & Agile Facilitation  
KPI Definition, Experimentation & Data-Driven Prioritization  
Enterprise Modernization & Scalability Initiatives  
AI-Enabled Workflow Optimization  
Organizational Enablement & Team Empowerment

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