MANDIE MORGAN

TECHNICAL PRODUCT LEADER | ENTERPRISE PLATFORMS | DIGITAL EXPERIENCE

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PRODUCT LEADERSHIP

Technical product leader with 11+ years in enterprise technology and deep property and casualty experience. Connects customer experience, business intent, architecture, engineering, and delivery to set cross-product direction, turn ambiguity into buildable scope, and deliver measurable outcomes.

EXPERIENCE

STATE FARM | 2015–PRESENT

Sales Lead

Enterprise Sales and Policy Administration Modernization | Aug 2025–Present

- **Proof-of-concept leadership.** Led the sales-to-service proof of concept; partnered with Planning and Strategy on requirements, explained product direction to stakeholders, served as backup to product leadership, and presented progress to executives.
- **Technical foundation.** Partnered with a Staff Engineer on early messaging frameworks and proposed API ownership and platform boundaries between policy administration and quoting systems to guide later delivery.
- **Roadmap and decision visibility.** Sequence work by priority, prerequisites, dependencies, and complexity. Built a shared planning hub showing sales and service milestones, blockers, schedule decisions, and weekly changes; shared the method for potential reuse across service teams.
- **Insurance-agent experience.** Proposed a unified Risk Analysis experience across sales, service, and operations to improve consistency and reduce technical debt. Separately developed a conditional Quote Requirements concept so agents could revise triggered answers, informed by agent-experience feedback.
- **Design and quality.** Mapped business-use scenarios into Mermaid flows for state-rollout planning. Design briefs cut turnaround from about 6 weeks to 2.5–3 weeks. Traced vendor configuration defects and strengthened Definition of Done; related defects fell from 2–5 weekly to 2–5 total over the next three months.
- **Requirements to delivery.** Designed a proposed change workflow linking requirements, defects, and enhancements to affected epics, issues, scenarios, and designs, with human approval and post-merge updates. Partnered with requirements leadership on an in-progress method to identify requirements and implementation gaps in planned policy-purchase scenarios and the proof of concept.

CORE SKILLS

PRODUCT STRATEGY

Vision, roadmaps, prioritization, customer journeys, product metrics, cross-product planning, portfolio and capacity planning.

TECHNICAL JUDGMENT

APIs and API contracts, systems architecture, messaging, platform boundaries, readiness, cycle time, resiliency, root-cause analysis.

PEOPLE AND INFLUENCE

Executive communication, customer feedback, vendor partnership, coaching, conflict navigation, formal people leadership.

METHODS AND TOOLS

AI agent design (Codex), LLM-assisted development, GitHub Copilot, GitLab portfolio reporting, CI/CD, AWS, MkDocs, Figma, Mermaid, requirements traceability, design briefs.

EDUCATION

B.S., Information Systems and Accounting

Millikin University
2015

CREDENTIALS

Certified ScrumMaster
Scrum Alliance, 2021

ITSMF Emerge Academy
2025

LEADERSHIP AND ATHLETICS

Texas Elite Spartans starting center
6x Champion | 2x All-American

Directed 25+ DFW hackathons engaging 7,000+ students.

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EXPERIENCE CONTINUED

STATE FARM | 2015–PRESENT

Horizontal Product Owner

Digital Auto Sales and Customer Shopping Experience | Dec 2022–Jul 2025

- **Customer journey and impact.** Led strategy, roadmap, prioritization, and delivery for an agent-facing auto sales experience supporting 2.5M quotes in 2024, with 13% more quote starts, 17% more completed quotes, and 53% more purchases versus the legacy experience.
- **Planning and readiness.** Established quarterly planning, state-rollout refreshes, prioritization views, stakeholder updates, and clearer backlog refinement. Revisited work months before development so engineers received current scope; partnered with design and engineering to simplify integrations and improve usability and resiliency.
- **Roadmap and capacity.** Built a product and engineering roadmap through Q4 2027. Made capacity-based calls across competing requests, explained business and technical tradeoffs, and guided multi-quarter staffing strategy with risks, milestones, and role needs.

Portfolio Analyst

Auto Quote and Purchase | Feb–Dec 2022

- **Cross-team delivery.** Directed priorities and sequencing across engineering teams, resolving 60+ dependencies. Led the Agility-to-GitLab transition and built a searchable MkDocs knowledge platform with CI/CD deployment to improve onboarding and technical self-service.

Earlier State Farm Experience | Jun 2015–Apr 2018

Enterprise software quality, requirements validation, defect triage, and integration testing.

TECHNICAL PRODUCT PROJECT

Engineering Analytics Platform | Personal project

Designed a React product using GitLab APIs to surface delivery health, repository activity, defect trends, and operational risk. Explored caching, persistence, and AI-assisted analysis. Building working products keeps technical judgment grounded in the engineer’s experience.

HOW I LEAD

- **See the whole system.** Trace customer journeys through APIs, data, architecture, operations, and delivery; translate the findings so each discipline can act.
- **Speak honestly and listen.** Surface hidden assumptions, welcome contrary evidence, and help people reconnect disagreements to the customer and shared outcome.
- **Follow through under pressure.** Name risk early, make decisions and ownership visible, and close loops so commitments become outcomes. Preparation and the team’s win come first.