

Richard Smith

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Status: USC

Product Leader with experience navigating real-world complexity in transportation, live events, global commerce, and clean energy. I combine systems thinking with curiosity to transform ambiguity into prioritized, measurable product work.

Whether I'm launching a clean energy subscription platform or weaving tax-free commerce flows across fragmented markets, I build products that serve people. I bring clarity where there's noise, guide cross-functional teams through delivery, and use data to close the gap between intent and execution.

I value reliable workflows, transparent communication, and adaptable tools. I'll work on the ground with ops or deep in the backlog with engineering always asking the right questions to deliver the right outcomes.

PROFESSIONAL EXPERIENCE

Product Owner (POPM) | Sol Systems | Washington, DC

January 2023 – January 2025

The Sustainable Choice: A clean energy subscription platform that helps users match fossil fuel usage with renewable energy via RECs.

Launched and scaled **The Sustainable Choice**, a clean energy subscription platform helping households match fossil fuel usage with renewable energy via RECs. Served as the product owner / manager (SAFe POPM) contributing to the VP of Retail's vision, enabling cross-functional delivery, and continuous optimization balancing MVP urgency with scalable UX, data, and GTM systems.

- **Unified execution across product, engineering, design, and marketing** by facilitating quarterly planning rituals, sprint cadences, and product roadmap reviews using tools like Jira, Confluence, GA4, and SQL to maintain alignment and delivery velocity.
- **Drove early traction and validated product-market fit** by shaping the MVP launch strategy; prioritized onboarding features aligned to distinct personas (renters, privacy-conscious, solar-limited), resulting in 200+ subscribers in the first month and a repeatable segmentation framework.
- **Improved net retention and slashed support overhead by 60%** through data-driven analysis and backlog reprioritization; led cross-functional effort to overhaul billing and comms logic, aligning technical changes with high-friction CX moments.
- **Activated scalable acquisition levers** by championing the implementation of referral and gifting flows; collaborated across marketing, engineering, and legal to support both B2B partnerships and peer-to-peer growth loops.
- **Led the productization of AI-powered GTM workflows**, configuring Agentic tools to deliver persona-targeted messaging at each funnel stage; transformed fragmented content efforts into a unified strategy across email, web, and lifecycle channels.
- **Instilled a customer-first mindset in sprint planning and backlog refinement**, guiding trade-off decisions by advocating for UX, brand trust, and retention drivers; ensured team focus on both short-term delivery goals and long-term value creation.

Delivered a digital-first **Multi-region** VAT refund experience for global retailers, bridging regional compliance with localized UX across integrated and standalone flows. Operated as a dual-role product owner and solution consultant, aligning technical delivery with retail stakeholder needs across six+ countries.

- Prioritized platform backlog for two Agile teams, managing sprint scope across VAT regulation shifts, merchant integration timelines, and internal QA pipelines.
- Localized receipt generation and tax document logic across Austria, Switzerland, UAE, and more cutting manual interventions by 36% and strengthening platform trust with auditors and partners.
- Accelerated time-to-value by deploying lightweight POS modules for retailers lacking API depth, reducing go-live friction and meeting integration constraints without sacrificing fidelity.
- Reduced chargebacks by 30% by driving sprint alignment on voucher validation, edge-case logic, and cross-market consistency through the Issue & Assist framework.
- Strengthened presales impact by co-creating tailored demo flows bridging refund logic, UI walkthroughs, and country-specific visuals to ease buyer objections and align internal champions.
- Built trust in platform transitions by launching secure sandbox environments that aligned with change control needs across high-risk regions and diverse IT landscapes.
- Maintained stakeholder momentum post-deployment, translating feedback from client IT teams into backlog inputs that improved reliability and aligned with country roadmaps.
- Hands-on with Jira, Confluence, Aha, Lucidchart, SQL, Tableau, Power BI, Outsystems, and AWS (S3, EC2, CloudFront) to manage delivery, visualize workflows, and drive clarity across complex implementations.

This role honed my ability to guide multi-region delivery while staying fluent in the operational language of sales, compliance, and IT laying the foundation for my growth as a technical product owner.

- Managed ERP migration to AWS including testing strategy and stakeholder coordination.
- Translated audit results into compliant workflows and secured executive buy-in for cloud adoption.
- **S3, EC2, Cloud shell, cloudfront, Route 53, Migration tools.**

Drove software product management and technical implementation efforts within a \$100M+ multi-phase arena transformation, bridging business operations with digital systems under live-event pressure.

- Partnered with operations and IT teams on API integrations, system migrations, and platform rollouts, aligning business needs with scalable technical solutions.
- Enabled a new revenue stream by supporting the launch of the VIP Online Luxury Suites Ordering Portal, reducing food & beverage order discrepancies and saving \$300K+ through improved POS and inventory integrations.
- Improved client experience by testing and refining mobile UX flows, flagging usability issues early to enhance cross-device reliability.
- Led executive data migration during Cablevision's ownership transfer, securing continuity across corporate systems with zero downtime and full compliance on data governance and retention.
- Designed and delivered an automated RFID-based uniform tracking system, cutting inventory loss by 30% and establishing accountability through workflow visibility and adoption training.
- Managed backlogs, user stories, and sprint planning in Jira and Confluence, applying Agile practices to accelerate delivery and optimize workflows across event operations.

This role sharpened my ability to translate high-stakes operational needs into scalable digital solutions, balancing technical depth with stakeholder trust in a fast-paced, market-driven environment.

- Delivered IT field support across the East Coast, managing desktop, network, and kiosk environments in high-traffic airport settings with minimal downtime during live operations.
- Executed 30+ full-site hardware refreshes including check-in kiosks, POS systems, and backend infrastructure often during operational hours, ensuring seamless business continuity.
- Served as the primary VIP support contact for 15+ station managers and their leadership teams, resolving technical escalations and optimizing on-site efficiency.
- Trained and mentored incoming technicians, standardizing best practices for remote troubleshooting, hardware triage, and customer interaction under live travel conditions.

EDUCATION & CERTIFICATIONS

- B.A. Hons Hospitality Management – University of Central England
- SAFe 6.0 Certified Product Owner/Product Manager (POPM)
- Professional Scrum Master (PSM I) – Scrum.org
- Certified Business Analyst (PMI-BA)