

MARY KATE E. WOONTON

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SUMMARY

Customer-focused experienced Product Manager with a proven track record of creating and delivering successful product strategies. Skilled at unifying customer needs, market trends, internal data, and competitive landscapes with user-friendly experiences and empowered teams to deliver products that delight customers and drive business success.

PROFESSIONAL EXPERIENCE

Buildium, a RealPage Company, Boston MA & Remote

July 2019 - Present

A leader in property management software for the SMB landlord.

Group Product Manager: Resident Management and Services

October 2022 - Present

Product leader for the "Resident Management and Services" portfolio: Buildium's B2B/B2C rentals and lead-gen product suite. Responsible for top line revenue totalling >\$20MM annually. Player/coach managing a team of Product Manager direct reports while embedded with two Scrum teams building new features. Focused on mentorship and training, standardizing processes, enabling cross-team execution, and streamlining operations to maximize delivered value. Developing, maintaining, and communicating the 12-month roadmap and 3-year strategic vision for the teams, leveraging quantitative analysis and hypothesis driven qualitative research.

Key achievements:

- Set the roadmap and enabled delivery of innovative, market differentiating features; winning key accounts and driving retention, resulting in:
 - 37% YoY growth of renters insurance revenue, TTM.
 - 25% YoY growth in customer adoption of the leasing functionality in 2023.
 - 25% YoY sales increase of new background check feature in 2024.
- Researched and defined customer-centered key objectives for 2023/4, which were adopted across the organization and named the company's top strategic goals.

Sr. Product Manager: Leasing

March 2021 - October 2022

Product leader responsible for the "Leasing" product suite: Buildium's B2B leasing functionality. Ensured transparency through the creation, management and socialization of multiple team's KPI-driven roadmaps, accounting for dependencies, navigating unknowns, and mitigating risks. Led greenfield discovery efforts to uncover disruptive, industry differentiated functionality (the rental applicant portal). Successfully led three development teams to accelerate delivery of the new portal.

Key achievements:

- Uncovered the need, led discovery, built the business case, and pitched the concept of a net-new consumer portal, "Applicant Center," with accompanying 3-5 year B2C product strategy to the executive team.
- Secured funding and executed: iteratively delivering ongoing customer and business value, resulting in 1.5M new users registered in 2022 and a 100% increase in new Renters Insurance policy sales.

Product Manager: Growth

July 2019 - March 2021

Responsible for establishing the 12-month product roadmap for Buildium's lead-gen offering (AllPropertyManagement.com) and daily execution against those initiatives with an Agile Scrum team. Daily tasks included: leading initiative discovery, defining epic scope, working with UX designers to test and iterate designs, leading epic ideation and breakdown, backlog/story creation, backlog refinement, sprint definition, UAT, release planning, internal enablement, stakeholder communication, and collecting post-release customer feedback and epic iteration.

Key achievements:

- Implemented an A/B “test and iterate” practice that resulted in a 600% increase in organic traffic conversion (from 0.26% to 1.86%). Brought that channel to 25% of overall site revenue, resulting in the product line exceeding revenue goals in 2021 for the first time in company history.
- Eliminated 40+hr/wk manual effort for the customer success team with digital payments and auto billing solution.

HealthcareSource, Woburn MA

May 2014 - July 2019

The leading provider of talent management software for the healthcare industry with a comprehensive suite of solutions for talent acquisition, behavioral assessments, employee performance, and learning.

Product Manager

March 2017 - July 2019

Responsible for the HealthcareSource Talent Management Suite: talent acquisition products.

Associate Product Manager

May 2015 - March 2017

Responsible for HealthcareSource applicant tracking systems.

Talent Acquisition Specialist

May 2014 - May 2015

EDUCATION

Providence College, Providence RI

2008 - 2012

B.A., magna cum laude