

Heather D. Haws Professional Portfolio



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Mission Statement & Leadership Approach



■ As a **Product Operations & Strategy Leader**, my mission is to drive operational excellence, process optimization, and data-driven decision-making to enhance product scalability and efficiency. My leadership philosophy centers around collaborative problem-solving, stakeholder alignment, and continuous improvement.

I leverage Agile methodologies and data analytics to build scalable processes that improve cross-functional collaboration and operational efficiency. My leadership approach is hands-on and impact-driven, ensuring measurable business improvements through structured execution and innovation.





Coaching & Leadership Development

Coaching is a cornerstone of my leadership philosophy.

I believe that developing talent and supporting career growth is just as critical as optimizing business processes. Throughout my career, I have mentored professionals at various stages, helping them strengthen stakeholder management, advance their skills, and align their careers with their long-term goals.

■ **Key Coaching Achievements:**

- Guided team members on stakeholder management and professional growth, providing resources and tailored career advice.
- Empowered team member to transition into a role better aligned with their strengths and aspirations.
- Improved cross-functional collaboration, helping another mentee strengthen relationships between the data team and business units, increasing trust and cooperation.
- Encouraged continuous learning, recommending targeted courses and certifications to close skill gaps and advance expertise.

I take pride in creating environments where individuals feel supported and challenged to grow. My approach to coaching is rooted in active listening, tailored guidance, and unlocking potential through strategic skill development.

Strategic Leadership & Business Impact

■ CO-LED REDESIGN OF SDLC PROCESS

Reduced code-to-production cycle **from 10+ days to 1-3 days**, improving stability and efficiency.

■ DATA-DRIVEN MEMBERSHIP OPTIMIZATION

Led an email verification initiative that **cut overhead by 80%** and increased data accuracy.

■ COST OPTIMIZATION & VENDOR MANAGEMENT

Identified cost-saving measures that **reduced platform expenses by 40%** annually.

■ SCALING SUPPORT OPERATIONS

Launched self-service features that **reduced monthly support tickets by 65%**, improving user satisfaction.

■ DEVELOPED A DATA STRATEGY FOR BI

Developed a forward-looking roadmap, **approved by the CEO**, to align organizational priorities with technology investments.



Heather Haws is an outstanding professional who combines strategic product management innovation with excellent people leadership.

————— Glenn Wisegarver, CFO at MVNOC & Panda

Case Studies: Driving Operational Excellence



■ CASE STUDY 1: OPTIMIZING SDLC FOR FASTER DELIVERY & STABILITY

Challenge: Inefficiencies in the software development lifecycle (SDLC) caused extended code release timelines and increased operational instability.

Strategy: Implemented Agile methodologies, introduced iterative UX design and usability practices, and coached teams through changes.

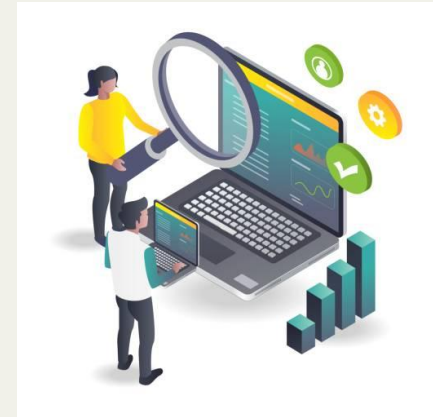
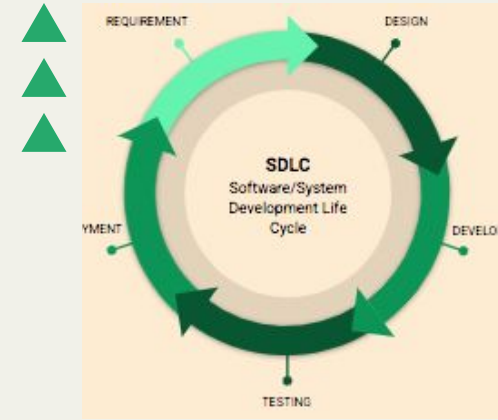
Outcome: Reduced release cycles from 10+ days to 1-3 days, improving developer productivity, system stability, and cross-team collaboration.

■ CASE STUDY 2: DATA-DRIVEN DECISION-MAKING IN PRODUCT OPERATIONS

Challenge: Over 200,000 users retained access to documents and tools under member agreements without verification of continued employment with their associated companies.

Strategy: Leveraged data analytics and introduced a structured email verification system to validate user activity, ensuring that only legitimate users retained access.

Outcome: Reduced active users to 20,000, increasing security compliance and improving accuracy of membership reporting.

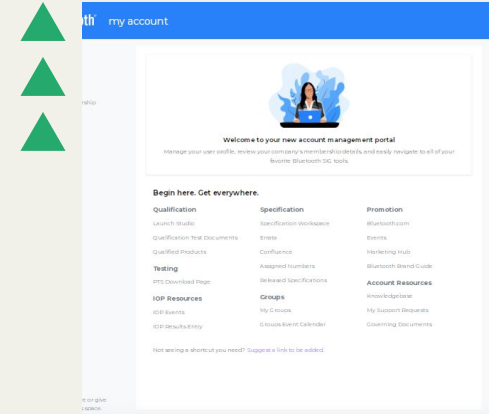


■ CASE STUDY 3: SCALING SELF-SERVICE FEATURES TO REDUCE SUPPORT OVERHEAD

Challenge: High support ticket volumes were straining resources and reducing operational efficiency.

Strategy: Designed and implemented automated self-service tools to address common customer issues.

Outcome: Reduced support ticket volume by 65%, allowing support teams to focus on high-impact cases.

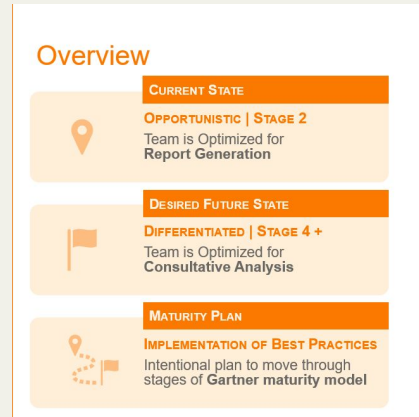


■ CASE STUDY 4: DEVELOPING A COMPREHENSIVE DATA STRATEGY FOR BI

Challenge: The organization lacked a unified data strategy, leading to fragmented reporting, inconsistent data definitions, and limited visibility into key metrics.

Strategy: Developed a CEO-approved roadmap to align technology investments with business priorities, incorporating automated dashboards, data governance, and workforce training.

Outcome: Positioned the company for long-term data-driven decision-making by creating a structured, scalable framework for analytics adoption.



Value Proposition & Key Differentiators

I bring a unique blend of product strategy, operations, and process improvement expertise, allowing me to optimize workflows while ensuring strategic alignment across teams. My approach is centered on scalability, efficiency, and data-driven execution, making me a key asset for organizations looking to enhance their product operations.

Key Strengths

Visionary Leadership with a Focus on Execution: I identify high-impact opportunities and translate them into actionable strategies, ensuring alignment with organizational goals and measurable outcomes.

Coaching Teams to Achieve Their Potential: I invest in developing individuals, equipping them with the skills and confidence to succeed both within and beyond the organization.

Building Collaboration and Inclusivity: I ensure diverse perspectives are valued and teams are aligned around shared goals to drive sustainable success.

Balancing Analytical Rigor with Creativity: I apply a mix of problem-solving, logic, and empathy to navigate complex challenges while keeping stakeholders at the center.

High Standards with Adaptability: I set ambitious goals while remaining open to feedback and new approaches, balancing innovation with practical execution.



Heather is an outstanding manager at Bluetooth SIG, Inc., ...Heather's exceptional work ethic, leadership style, commitment, and high competence consistently impressed me...Her adept management skills and unwavering dedication to every assignment underscored her ability to handle complex challenges effectively.

Teren Bryson, CTO, Leader, Analyst, Freelance Writer



Career Vision & Future Impact

My future career path is focused on scaling product operations strategies that enhance efficiency and drive business impact. I aim to lead cross-functional teams in optimizing processes, improving customer experiences, and leveraging data for strategic decision-making.



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Thank you