

# Morgan Giddings

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## SUMMARY

Digital product management experience in financial services, analytics and reporting, data aggregation, and business to business services gained through successful major agile technology deployments.

Solutions-oriented ability to synthesize data from multiple sources into meaningful conclusions and actionable strategic plans that support business objectives.

Expertise in product development lifecycles managing cross-organizational teams with reliable deliverables.

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## EXPERIENCE

### Senior Product Manager, Digital Product Owner

KeyBank

March 2019 - August 2020, Washington, DC

- Designed digital in-person customer experience, from creation through execution of product roadmaps for 96 features, go-to-market partnerships with 100 million media impressions, and 540,000 completed client experiences.
- Coordinated seven cross-functional consumer teams to ensure on-time product milestones, exceeding annual KPI metrics two months early with 1.7 million financial wellness engaged clients.
- Introduced standardized data-driven product metric reporting across 11 teams, leading to an 8% sales lift.
- Created and implemented KeyBank's enterprise-wide financial literacy initiative, guided three internal stakeholder leadership committees of over 50 leaders, and initiated the DC financial capability engagement and education project.

### Founder

Piper

August 2012 - March 2019, Washington, DC

- Led design, build, and go-to-market of fully-functional SaaS data aggregation platform and patent-pending digital receipt analyzer for the retail and financial technology sectors, with contracts covering 80% POS market share.
- Executed company strategy and execution of partnerships, fundraising, marketing, and user experience including budgets, C-Suite client relations, and product sales with over 200 active deals resulting in exclusive million dollar negotiations.
- Coordinated product, customer engagement, process implementation, UI, UX, and agile application development into the award-winning "Most Outstanding" technology platform while raising over half a million dollars in corporate and angel investment.

### Program Consultant and Business Development

Leading Authorities, Inc. Speakers Bureau

August 2011 - August 2012, Washington, DC

- Counseled a portfolio of customers and prospects to secure over half a million dollars in sales within one year, exceeding sales quota within the first six months.
- Developed over 500 accounts with 45% Fortune 1000 clients.

### Digital Communications and Public Relations Manager

Microsoft

October 2010 - August 2011, Chevy Chase, MD

- Aligned reporting, assisted with RFP/RFI management, and collaborated campaign timing across three verticals.
- Analyzed digital presence for the public sector, revamped web design across three verticals to increase views, user activity, and reach, and designed a reporting system to measure results.

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## EDUCATION

### Master of Business Administration, cum laude

Washington State University · Pullman, WA

### International Business, Emphasis in Marketing, cum laude

Washington State University · Pullman, WA

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## INVOLVEMENT

### Community Volunteer

- Completed over 1000 community volunteer hours

### Top 40 Entrepreneurs

BisNow: DC Region

- Nominated and awarded 40 Under 40 Top Entrepreneur

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## SKILLS

Certified Scrum Product Owner, Digital Strategy, Business Development, Process Improvement Prioritization, User-Centered Design Thinking, Product Commercialization, Strategic Partnerships, Agile, Kanban, Atlassian Suite: Confluence, Jira, Trello