KJ JONES, MBA

PRODUCT OWNER| PRODUCT STRATEGY & ROADMAP PROFESSIONAL| AGILE TRANSFORMATION LEADER DRIVING 4X–9X REVENUE GROWTH| ACCELERATING DELIVERY VELOCITY BY 30%

Raleigh-Durham| 919.561.1349| kj.jones.mba@gmail.com| www.linkedin.com/in/kj-jones-mba

CAREER PROFILE

Visionary Product Owner with 10+ years of experience leading product strategy, scaling high-performing teams, and driving enterprise-wide transformation. Proven track record of translating complex challenges into scalable, customer-centric solutions that deliver 4x–9x revenue growth, 20%+ conversion improvements, and 15–30% operational efficiencies. Expert in aligning product vision with organizational goals through data-driven strategy, cross-functional leadership, and stakeholder influence at the executive level. Repeated success in building and mentoring product teams, modernizing Agile frameworks, and launching high-impact products across B2B SaaS, Fintech, Edtech, and emerging technology sectors. Recognized for strategic innovation, operational excellence, and elevating product organizations to deliver sustainable business value.

CORE LEADERSHIP COMPETENCIES

PRODUCT STRATEGY & EXECUTION
- Product Strategy & Vision
- Market Expand & Commercialize
- 0-to-1 Product Launch
- Product Lifecycle Management
- Go-to-Market Strategy
- Roadmap Ownership & Portfolio

LEADERSHIP DEVELOPMENT
- Building & Scaling Teams
- Executive Stakeholder Mgmt
- Cross-Functional Leadership
- Mentorship & Development
- Agile Transformation
- Financial Understanding (EBITDA & P&L)
- Board-Level Presentations

DATA TECHNICAL ACUMEN
- Data-Driven Decision Making
- KPI & OKR Frameworks
- B2B SaaS & Cloud Technologies
- Salesforce & CRM Systems
- API Integration & Technical
- Competitive & Market Analysis

KEY LEADERSHIP ACHIEVEMENTS

- Created a 0 to 1 software product from $200K investment to $10M valuation within six weeks by leading end-to-end product development, securing seed funding, and executing go-to-market strategy for the Oil & Gas industry.
- Drove 9x weekly revenue growth for a cleaning services business and 4x booking increase for a photography client within 90 days through digital marketing strategy and operational optimization.
- Increased team delivery velocity by 30% by championing Waterfall-to-Agile transformation, introducing Scrum ceremonies, and establishing cross-functional collaboration frameworks.
- Boosted conversion efficiency by 20% by integrating Pardot Lead Object with Salesforce, building data pipelines that improved lead qualification and sales funnel performance.
- Accelerated issue-resolution speed by 25% across 55 internal applications by orchestrating enterprise-wide rollout of Broadridge Sotware- Fintech data, responsible for full User Acceptance Testing (UAT)
- Strengthened portfolio strategy contributing to 10% uplift in investment performance by building competitive landscape assessments across 20 sectors and delivering insights to investment partners.
- Increased user retention by 10% through customer discovery, Voice of Customer (VoC) interviews, and iterative product enhancements driven by prioritized user stories.
- Improved cross-functional alignment by 15% by directing Salesforce CRM product development, authoring user stories and workflows that compressed development cycles.

PROFESSIONAL EXPERIENCE

SMALL BUSINESS CONSULTANT **02/2022 to Current**
KJ Consulting **Raleigh-Durham, NC**

- Led product strategy and execution for B2C service platforms, driving 4x–9x revenue growth for clients within 90 days through data-informed feature prioritization and market positioning
- Directed CRM product development on Salesforce, documenting user stories and workflows,

accelerating development cycles and enhancing cross-functional alignment
- Conducted competitive analysis and KPI-driven market research for six private-equity firms, generating insights that informed product repositioning and optimized go-to-market strategy
- Spearheaded development of a specialized Oil & Gas fintech solution, securing $200K initial investment that scaled to $10M in six weeks; created additional offering generating $500K in projected revenue
- Diagnosed operational inefficiencies through root-cause analysis, implementing corrective strategies that enhanced customer experience and streamlined workflows.

BUSINESS ANALYST **01/2022 to 10/2022**
Angel Oak Companies **Remote**
- Collaborated with five business units to define user stories and business requirements for 55 internal applications, aligning solutions with customer needs and operational goals
- Led enterprise UAT of Broadridge Software which is a Fintech Data Software that integrates with SalesForce.
- Integrated Pardot Lead Object with SalesForce, creating data pipelines that improved lead qualification and boosted conversion efficiency by 20%
- Created training materials and delivered onboarding workshops, facilitating tool adoption and ensuring process continuity across teams
- Engaged with cross-functional teams to gather and document requirements, ensuring comprehensive understanding of project needs.

FOUNDER & HEAD OF PRODUCT **06/2014 to 07/2019**
Jettpak, Inc. **Raleigh-Durham, NC**
- Conducted market segmentation and customer discovery interviews for K-12 Edtech product. shaping go-to-market strategy that enhanced product-market fit for B2C platform
- Prioritized user stories and acceptance criteria, driving product iterations that increased user retention by 10% and enhanced platform usability
- Secured third place at Triangle Startup Weekend (sponsored by Google), resulting in media coverage on Forbes.com and facilitating expanded partnerships
- Established operational processes to streamline logistics and distribution
- Developed business-planning frameworks that informed roadmap decisions and improved competitive positioning.

PRODUCT MANAGER **07/2015 to 09/2015**
Code for Durham **Durham, NC**
- Led product strategy and execution for a school-performance transparency platform serving 10,000+ families, delivering actionable, data-driven insights to improve educational outcomes.
- Championed organizational transformation from Waterfall to Agile methodologies, introducing Scrum ceremonies and increasing team delivery velocity by 30%.
- Managed cross-functional teams of engineers, designers, and community stakeholders, prioritizing feature development and implementing iterative enhancements that boosted user engagement and platform usability.
- Established performance monitoring frameworks and resolved system bottlenecks, improving platform stability and enhancing overall user experience.

PRODUCT CONSULTANT **06/2013 to 06/2014**
Morningstar, Inc. **Chicago, IL**
- Advised Global President on product strategy, market trends, and competitive positioning for a leading financial services firm.
- Delivered executive-level analysis and strategic recommendations that informed product roadmap decisions and prioritization of high-growth initiatives.
- Collaborated with senior leadership to align product vision with organizational goals, driving cross-functional consensus and accelerating strategic initiatives.
- Synthesized complex market intelligence and customer insights into actionable strategies presented directly to executive stakeholders.

MIDDLE SCHOOL SCIENCE TEACHER **05/2011 to 06/2013**
Teach for America **Dallas, TX**
- Developed and implemented inquiry-based science curriculum and Leadership Development Program for under-served middle school students, improving standardized test scores by an average of

15% year-over-year.
- Partnered with school leadership to implement data-driven instructional strategies, closing achievement gaps and increasing student proficiency rates across grade levels.

EDUCATION

MBA: **Business Administration** **Raleigh, North Carolina**
NC State University
- HiTEC Scholar (Full Ride + Stipend) | IBM Pathfinder Mentorship Program
- Forecasted commercialization potential of renewable energy (solar panel) in collaboration with VCU professor & pharmaceutical (blood thinner for heart surgery) with a NC State professor
- Partnered with B Corp-certification-seeking company on sustainability strategy (People, Profit, Planet)

Computer Science: Data Science – Python Coding, Business Studies **Raleigh, NC**
Wake Technical Community College
- Red Hat Scholarship Recipient (Full Ride)

Bachelor of Arts: **Sociology & Psychology (With Honors)** **Charlottesville, VA**
University of Virginia
- Distinguished Majors Program Thesis Award | Women's Center Intern | Study Abroad – Valencia, Spain

COMMUNITY ADVOCACY

- WomenNC Board Member – Fundraising Committee | Drive fundraising strategy and execution to support advocacy programs advancing women's leadership and equity across North Carolina
- Lobbyist – EEOC Anti-Discrimination (U.S. Legislature) | Advocated for anti-discrimination policies at the federal level, influencing legislative discussions on workplace equity and civil rights protections
- Lobbyist – Equal Rights Amendment (North Carolina Legislature) | Led grassroots advocacy efforts to advance ERA ratification, engaging with state legislators and building coalitions to promote gender equality under the law
- Raleigh Jaycees – Member | Collaborate with emerging leaders on community service initiatives and professional development programs aimed at creating positive local impact

TECHNICAL EXPERTISE

Product & Project Management Tools
- Jira | Confluence | Trello | Agile & Scrum Methodologies | SDLC

CRM & Marketing Platforms
- Salesforce | Pardot | HubSpot | CRM Data Integration | Lead Management

Analytics & Data Tools
- Google Analytics | Excel | Data Analysis | KPI Tracking | A/B Testing

Design & Prototyping
- Balsamiq | Figma | Wireframing | UX Optimization | User Story Mapping

Technical & Development
- API Integrations | Big Data Concepts | IoT Solutions | Cloud Technologies (AWS, Azure) | Technical Documentation | B2B SaaS Platforms | AI (Artificial Intelligence) | Claude | Gemini | ChatGPT

PROFESSIONAL DEVELOPMENT

- Product Camp Raleigh | Red Hat Agile Training | Google Product Management Training (1871 Chicago)

| HackDuke PM Judge | All Things AI Conference in Raleigh-Durham

- Diamond Hacks Mentor (NC State)| UX Book Club (Grubhub) | Triangle Startup Weekend – 3rd Place Winner (Google) | Small Business Hackathon (Capital One)
- Forté MBALaunch | UNC Kenan-Flagler Weekend for Women | Duke Fuqua Weekend for Women | Society of Petroleum Engineers (SPE) Conference, Napa Valley.