

# KRISTINE MILEY

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## PROFESSIONAL SUMMARY

Customer-centric product leader with 15+ years of experience building scalable products, platforms, and systems across SaaS, fintech, and physical product ecosystems. Known for translating customer insight into product strategy, launching AI-enabled tools, and designing operational infrastructure that accelerates growth. Proven ability to align cross-functional teams around product vision, improve engagement and retention, and build data-driven feedback loops that continuously improve the customer experience.

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## EXPERIENCE

### Director of Product Management, 03/2026 to Current

#### New Reach - Tempe, AZ

- Architecting a next-generation product ecosystem from the ground up, using customer insights to develop tools that strengthen engagement across the member journey.
- Built an AI-powered customer sentiment analyzer that aggregates onboarding calls, surveys, and support data to surface friction and guide product improvements.
- Developed a Voice-of-Customer system translating member feedback and engagement data into product roadmap priorities.

### Director of CX and Product, 05/2025 to 03/2026

#### New Reach - Phoenix, AZ

- Scaled Discord from 500 to 11K members and Delphi AI from 400 to 25K users through improved onboarding and engagement.
- Replaced activity-based KPIs with outcome-driven metrics tied to retention and member value.
- Built Voice-of-Customer feedback loops that surfaced product friction and informed platform improvements.
- Led Product Excellence Council aligning Product, Engineering, Finance, and CX around roadmap priorities.

### Director of Operations, 06/2024 to 04/2025

#### Nominal - Phoenix, AZ

- Led operations for an eight-figure DTC jewelry brand, aligning CX, fulfillment, marketing, and product launches.
- Built automation systems saving 20+ hours per week and improving visibility across teams.
- Implemented defect tracking and 3PL workflow automation to improve SLA visibility.
- Launched a crowdsourced ideation pipeline generating 100+ product and content ideas.

## CONTACT

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## SKILLS

- Product Strategy & Roadmapping
  - Voice of Customer (VoC) Insights
  - Customer Journey Optimization
  - Product Lifecycle Management
  - AI Product Systems & Automation
  - Product Analytics & Dashboards
  - Community Platform Ecosystems
  - Cross-Functional Product Leadership
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## TOOLS & TECH

- Delphi AI
  - Claude AI
  - Lovable
  - Salesforce
  - Shopify
  - Close CRM
  - Gorgias
  - Looker
  - Metabase
  - QuickSight
  - Zapier
  - Slack Workflows
  - Asana
  - SQL (Intermediate)
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## EDUCATION

**Bachelor of Science, Public Administration, 12/2017**

**Northern Arizona University** - Flagstaff, AZ

- Minored in Business Administration
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**Program Manager, 06/2022 to 06/2024****Serta Simmons Bedding - Phoenix, AZ**

- Launched three inside-sales programs generating \$2M+ in first-year revenue.
- Automated referral program increasing participation while reducing manual work.
- Built liquidation portal reducing product waste and improving inventory recovery.
- Redesigned Contact Us and IVR experience improving resolution times.
- Co-led Salesforce and AI tooling rollout supporting data-driven decisions.

**Supply Chain & Vendor Operations Manager, 05/2021 to 06/2022****Tuft & Needle**

- Managed nine factories and multiple 3PLs to support rapid fulfillment scale.
- Built vendor dashboards improving inventory and issue visibility.
- Secured carrier capacity for BFCM enabling first-ever 100% SLA performance.

**Supply Chain Analyst, 11/2018 to 05/2021****Tuft & Needle**

- Reduced Amazon chargebacks by \$500K+ through operational redesign.
- Expanded Amazon catalog from 6 to 48 SKUs across multiple manufacturers.
- Built ASN automation improving shipment tracking and reducing late penalties.

**Customer Experience, 03/2016 to 11/2018****Tuft & Needle**

- Launched a 500+ partner reverse logistics network to streamline returns and reduce waste.
- Built cost models to forecast Surprise & Delight spend and optimize CX budget.
- Created tooling for B2B and wholesale fulfillment, improving order accuracy.
- Resolved high-impact escalations and improved CX systems through root-cause fixes.

**Account Manager, 08/2015 to 03/2016****Yelp****Lead Admissions Representative, 04/2013 to 08/2015****Everest University****Sales Executive, 09/2011 to 03/2013****PayPal**

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**CERTIFICATIONS**

- Certified ScrumMaster® (CSM®) – Scrum Alliance
  - White Belt – Six Sigma Methodology – Global Six Sigma USA
  - Asana Ambassador – Asana
  - Contentsquare Certified – Contentsquare
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**VOLUNTEER WORK**

- Co-Chair, Patient Advisory Council – Mayo Clinic: Lead continuous improvement projects to enhance the patient experience.
  - Junior League of Phoenix – Member Training Committee: Support member development through training initiatives and community engagement.
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