# Andrew P. Maibach

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**Summary**

Ambitious, data-driven problem solver, progressively attaining positions of increasing accountability; proven success in front-end and back-end product management, agile project management, strategic roadmapping, driving UI/UX best practices, building corporate partnerships and 3$^{rd}$ party integrations, and relationship/expectation management with all stakeholders.

**Experience**

**Guaranteed Rate** — Chicago, Illinois
*Product Manager* — August 2018 – Present

Disrupting the mortgage industry through an innovative digital mortgage experience. Driving the value users derive from our internal and external product suite; focused in on building and optimizing an intuitive user experience for acquisition and application, integrating with 3rd party service providers to streamline non-core competencies in application supplement, and expanding our product portfolio to innovate against the notion of mortgages as a one-time transactional product.

Utilizing a blend of thorough product discovery and market analysis, business-tech collaborative prioritization and agile project management, to create and execute on a strategic roadmap towards our vision of providing an accessible mortgage experience that can be completed in under a day.

- Expanding our product portfolio, by orchestrating new $2M revenue stream through corporate partnership: product lead for partner relationship and driving product marketing, design, and implementation of user workflow.
- Driving the integration and expansion of multiple vendor solutions to problems of which we lack the core competency to efficiently resolve - saving $3M in operational time costs thus far, and further reducing the time it takes for a user to complete transactions by ~5 days
- Built out digital user workflow to supplement manual phone call campaign, capturing additional annual revenue stream of $500k
- Building out single sign-on experience to improve upon a broken and confusing user experience between our customers and the service by which they take action on their product.

**Enova International** — Chicago, Illinois
*Product Manager* — August 2016 – July 2017

Maintained and improved upon user experiences (Acquisition / Registration / Reapplication / Acct Home) for $500MM digital loan lending product. Routinely engaged in A/B testing for optimized redesigns and built out front-end and back-end solutions for new user workflows and business partnerships.

- Guided product evolution through ongoing process of strategic product road mapping → high level requirements gathering with key stakeholders → project inception/planning → story writing for software engineering → sprint planning/project management to execute on the road map
- Spearheaded creation of A/B testing infrastructure and executed project plan to revamp registration workflow UI/UX, yielding 10% increase in conversion (~$5.5MM annual revenue)
- Transitioned from key business requirements stakeholder to project owner for contract replatform and redesign effort, yielding conversion increases of over 4% (~$20M annual revenue)

**Technical Skills**

SQL, JIRA, Product Plan, Trello, Adobe Analytics, Google Analytics, Confluence, InVision, Sketch, Photoshop, HotJar, GitHub, Pivotal Tracker, Grafana, Minitab, Microsoft Office Suite

**Education**

**Case Western Reserve University** — Cleveland, Ohio
Major: Chemical Engineering — Graduation: August 2012
Concentrations: Business and Biology — Cumulative GPA: 3.02

**Leadership**

**Phi Kappa Theta**
- President
- Vice President

**Wooster High School**
- President, High School Class
- Captain, Lacrosse Team

**Interests**

Triathlon training, trail running, backpacking, music, photography, writing, gardening and cooking