

MAYA BROOKS

Award-winning product manager and process geek with high EQ. Results-oriented product builder with experience in Fintech & EdTech products.
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education

2021-2023 **HARVARD BUSINESS SCHOOL** **BOSTON, MA**
Candidate for Master's in Business Administration, *Expected May 2023*.

2011-2015 **NEW YORK UNIVERSITY** **NEW YORK, NY**
Bachelor of Arts degree, *with honors*, in Economics. Minor in Business Studies.

experience

2019-2021 **IFUNDWOMEN** **NEW YORK, NY**
Sr. Product Manager, Coaching

(Startup funding marketplace for women-owned businesses with over 100K members – Hire #4 outside of founding team)

- Own & define the vision and product strategy for the Coaching (EdTech) platform to optimize for customer acquisition, engagement, and retention across the product lifecycle.
- Led ideation, scoping, requirements gathering and wireframing of the platform customer facing dashboard.
- Establish and manage KPIs and OKRs with senior management and other cross-functional stakeholders.

Sr. Product Manager

- Own & define the product roadmap with C-Suite and engineering team to ship over 30 key products & features per quarter; Maintain an active rapid ideation -> shipping environment where 56% of products shipped were “new” features/products.
- Led the cross-departmental planning and strategic implementation across departments of a 6-month migration of customer payment data, subscription products, and customer accounts from Stripe to Drupal.
- Led the ideation and product design of the IFW Grant intake MVP taking the process from manual (Typeform) to automated using a React front-end and custom backend; Co-Directed a 2-member engineering team on a detailed mapping process for backend values to front-end UI labels.

Product Manager

- Scoped, wrote, built and launched the IFW EdTech coaching subscription platform MVP soup to nuts with a 10-week sprint (NPS ~ 78).
 - Scaled subscription coaching platform from 0 to ~600 paying members, generating realized subscription MRR of \$16K in first 6 mos; Drove overall top-line revenue over \$1M by 2021.
 - Custom built an onboarding system, account management dashboard, and gated content by using third-party APIs, widgets, and custom web development skills (HTML, CSS, JavaScript) on the Squarespace CMS.
 - Created a bespoke financial and membership reporting dashboard for the EdTech platform to track success across several KPIs.
- Led the cross-departmental planning and strategic implementation of a 9-month technical site redesign of the main website resulting in 50% growth in average site users per month and 60% reduction in average bounce rate.
- Optimized the customer service process by completing a full Zendesk Integration resulting in a 200% productivity increase & over 5,000 tickets resolved.
- Established an Agile Development process - 2-week sprint & release timelines with our offshore development team.
- Created the first iterations of product documentation (user stories, product requirements, and competitive analysis) for the product and engineering departments.

2018 **TECHSTARS** **NEW YORK, NY**
Business Associate, Barclays Fintech Accelerator Fall

- Assisted 10 seed stage Fintech Founders in creating investor facing and strategic partnership decks.
- Completed investor research and CRM development for the upcoming seed investment rounds.
- Worked directly with CEOs of each company to contribute to market research, competitive research, and product feedback.

2015-2018 **JPMORGAN CHASE & CO.** **NEW YORK, NY**
Commercial Banker, Associate (Government, Healthcare, Higher Education, Nonprofit)

- Co-managed 40 client accounts and supported an active calling and sales effort, which drove a 12% increase in total revenue for the team YoY.
- Defined and executed market strategy designed to penetrate 3 new regions and acquire new business.

Commercial Bank Analyst

- Performed detailed financial analysis using financial statements and rating reports, to support the bank's underwriting function; Developed insights on creditworthiness and financial stability to evaluate deals involving a bank's credit products.
- Presented deal opportunity memos for approval to senior leaders and division-wide credit risk approval committee.
- Executed credit and procurement (treasury) driven RFPs for financial transactions ranging from \$25MM-\$250MM per deal.
- Managed and identified credit, firm-wide, legal and regulatory risk to protect the business as well as clients.

skills	Customer Lifecycle Management, Product Lifecycle Management, Wireframing/Rapid Prototyping, Customer Discovery & Survey Design, Go to Market Strategy, HTML, CSSs, JavaScript, jQuery, NodeJS, Git, APIs, Integrated Data Analysis (Google Analytics, Mixpanel, Metabase), Technical Project Management & Tools (JIRA, Trello, Confluence, Github), MS Excel (Pivot Tables, VLOOKUP), Financial Analysis & Modeling
certifications	Blockchain Specialization, <i>University of Buffalo via Coursera (2021 – In Progress)</i> . Cybersecurity for Everyone, <i>University of Maryland via Coursera (2021)</i> . Front-End Web Development, <i>General Assembly (2017)</i> . Google Analytics Individual Qualification, <i>Google (2017)</i> . JavaScript Development, <i>General Assembly (2016)</i> . Python Data Structures, <i>University of Michigan via Coursera (2016)</i> . Analyst Risk and Credit Training, <i>JPMorgan (2015)</i> .
awards	Best Product with Social Impact, <i>The Product Group (2019)</i> .
activities	<p>Co-Chair Community, HBS Entrepreneurship Club (2021) The HBS entrepreneurship club aims to provide a conduit by which students can access entrepreneurial resources, network with community entrepreneurs, and share ideas.</p> <p>Mentor, Her Product Lab (2020) The Her Product Lab inaugural incubator cohort included 12 women from around the US and the UK who all have incredible product concepts they'd like to get off the ground during the 10-week incubator. As a mentor for the program, I led a 3 hour presentation session on developing an MVP and raising capital for an early stage startup.</p> <p>Mentor, Digital Undivided (2019) digitalundivided (DID) serves as a catalyst for Black and Latinx women entrepreneurs, leading the development of programming that takes you from START to success. As a mentor in the program, I counseled the Founders on how to take their idea from concept to MVP in preparation for the program's culminating demo day.</p> <p>Lead Organizer, Techstars Startup Weekend (2019) Techstars Startup Weekend is a 54-hour hackathon designed to help startups bring their ideas to life. As a mentor, I provided expertise in Pitching, Go-To-Market Strategy, MVP Development, and User Research to over 80 entrepreneurs. I organized, led, and managed the weekend with over 50 participants, 20 mentors, and 5 expert judges in the VC space. I also secured over \$10K in sponsorship money from Fortune 500 Brands.</p> <p>Creator & Founder of COFFEE & CODED (2018-present) COFFEE & CODED is an organization created to help women learn about technology through hands-on, skills-based workshops, and community events. We've served over 1,000 workshop participants and secured corporate event partnerships and sponsorships with several Fortune 500 companies (PWC, Flatiron School, Silicon Valley Bank, SAMSUNGNEXT, Galvanize, Rise NY).</p> <p>Lead Instructor, General Assembly (2017-present) General Assembly is a pioneer in education and career transformation, specializing in today's most in-demand skills. As an instructor, I've led instruction and curriculum development for 2-hour Intro to Code workshop with approximately 30-50 students per class.</p>
personal	Conversational Spanish, Beginner French. Enjoys dance and aerial fitness.