



CARLY O'BRIEN

ENTERPRISE PRODUCT LEADER, CX SPECIALIST

Profile

Highly accomplished and visionary Enterprise Product Leader with 15+ years of experience driving large-scale digital innovation, global scale, and high-impact customer experiences. Expert in end-to-end product portfolio management, strategic annual planning, investment prioritization, and establishing unified OKR frameworks that translate complex visions into measurable business value.

A dynamic leader adept at scaling global product teams and cultivating executive alignment to clear roadblocks and secure high-level funding for critical initiative rollouts. Proven success championing user advocacy across web, mobile app, DTC connected commerce, and complex logistics ecosystems—consistently driving substantial lifts in customer satisfaction (CSAT) while introducing emerging technologies like machine learning and AI.

EXPERIENCE

GROUP PRODUCT MANAGER, GLOBAL LOYALTY & MERCHANDISING

Circle K | Alimentation Couche-Tard

2025 - Present

- Lead the global Loyalty & Merchandising product portfolio across North America and Europe, driving strategic prioritization, investment decisions, and roadmap alignment to maximize customer and business value.
- Directed portfolio strategy, annual planning, and investment prioritization for global loyalty and digital engagement initiatives, introducing a unified OKR and measurement framework that aligned customer experience, business growth, and product delivery outcomes across markets.
- Led the strategic planning and rollout of Extra 2.0 and Inner Circle 2.0, aligning global teams around a shared loyalty vision while delivering foundational capabilities that support customer growth, increased engagement, and future digital revenue opportunities.
- Established portfolio governance, prioritization, and planning mechanisms that improved visibility into funding, capacity, and delivery readiness, enabling leadership teams to make more effective investment and tradeoff decisions.
- Championed the evolution of product management practices by defining product competencies, role types, playbooks, and operating standards that increased product maturity and execution consistency across global teams.
- Strengthened product discovery, PI readiness, and execution health by implementing structured planning, alignment, and prioritization processes that reduced delivery risk and improved organizational effectiveness.
- Scaled the Global Loyalty & Merchandising product organization from 7 to 9 Product Managers and Product Owners, hiring, coaching, and developing talent while establishing clear expectations, career growth frameworks, and a culture of accountability and continuous improvement.
- Built strong executive and cross-functional partnerships across Product, Technology, UX, Analytics, CRM, Merchandising, and Operations to deliver customer-centric digital experiences and accelerate strategic business outcomes.

SR PRODUCT MANAGER, CUSTOMER EXPERIENCE

The Home Depot 2024 - 2025

- Directed large-scale, cross-functional product organizations of 7 cross functional teams whose members were across engineering, design, and marketing to manage complex end-to-end lifecycles.
- Accelerates digital and app innovation and transformation, notably launching a net-new delivery map view that achieved a 50% click-through rate in its MVP phase.
- Drives core enterprise metrics up, including a 110 bps increase in communication customer satisfaction and a 620 bps lift in delivery CSAT.
- Secures major EVP-level funding and leadership alignment for high-integrity initiatives, including pioneering new mobile communication features.
- Maintains a relentless customer focus throughout the product lifecycle, contributing to a 1.4% increase in total CSAT scores and a ~15% reduction in day-of-delivery customer support inquiries.

LEADERSHIP

- President & Founder of Carolina Women+ in Tech® | 5 chapters
- The Meggs Foundation | Board member
- Women in Product (International) | Co-Organizer
- Product Tank Charlotte | Co-Organizer
- Women in Product Board | The Home Depot
- Women at Ibotta & Voice of the Saver committee
- Tech Talent South | Lead Mentor
- Good Friends of Charlotte | Board member
- Carolina Breast Friends | Marketing Committee
- Frankie Lemmon School | Marketing Committee

EDUCATION & CERTIFICATIONS

Master of Business Administration

Jenkins MBA

North Carolina State University

Bachelor of Science

Textile Apparel Management

North Carolina State University

Double Major, Retail Merchandising

Meredith College

HTML, CSS, and Javascript

Central Piedmont Community College

Certified Scrum Master

Scrum Alliance

Certificate in Women's Entrepreneurship

Cornell University



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EXPERIENCE

LEAD PRODUCT MANAGER, DIRECT TO CONSUMER

JD North America | Finish Line **2023 - 2024 (Contract Role)**

- Managed and developed three cross-functional product teams totaling 26 members, boosting overall performance by 8% through increased velocity and release cadence.
- Cultivated strong partnerships across five key departments, resulting in a 35% faster time-to-market for new product initiatives.
- Led the successful launch of the high-profile Nike Connected Membership program as a key individual contributor.
- Developed the product vision and roadmap for the connected commerce business across web, mobile, and app platforms, driving an 8% efficiency gain for internal teams.
- Utilized advanced data tools (BigQuery, Looker, GA4) and customer feedback to optimize product strategy and successfully align stakeholders during the yearly planning cycle.

GROUP PRODUCT MANAGER, DIRECT TO CONSUMER

Ibotta **2022 - 2023**

- Developed the vision and roadmaps for Ibotta's website, browser extension, and AI products; spearheaded the launch of the ChatGPT AI plugin in a record 8 weeks, generating ~1,000 unique daily users and driving a 60% increase in click-through rate.
- Delivered ~\$3M in ARR through new machine learning and personalization initiatives, aligning 5 cross-functional teams to secure a 7% increase in revenue growth and a 10% lift in cashback redemptions.
- Led and motivated 2 DTC product teams comprising 23 cross-functional experts while orchestrating quarterly roadmap reviews and data-driven A/B testing programs to ensure seamless execution across stakeholders.

PRODUCT MANAGER, LOGISTICS

CarMax **2020 - 2022**

- Developed and tested compelling prototypes that drove an immediate increase in product adoption and delivered a 25% reduction in time spent on shipping and receiving jobs.
- Led product discovery, requirement definition, and backlog prioritization to successfully launch the Project 44 line while managing the core roadmap for Oracle OTM and Salesforce IMS platforms.
- Directed a 10-person cross-functional product team—boosting team engagement by 80%—and established weekly training and feedback channels with super-users to maximize product adoption.

PRODUCT MANAGER, ECOMMERCE INNOVATION

Kroger **2018 - 2020**

- Directed quick-turn product initiatives to test and validate grocery delivery methods, successfully launching and sunseting two full products—the Kroger Rush 30-minute delivery app and the Kroger Weekly Delivery website—to identify scalable delivery models.
- Developed, maintained, and communicated the 1-2 year product catalog roadmap, successfully aligning stakeholders across the organization and partnering with e-commerce operations to facilitate in-store execution.
- Executed comprehensive product and marketing strategies that introduced data eventing for robust tracking and reporting, leveraging tools like Tableau to deliver actionable insights on key metrics and customer experience improvements.

FOUNDER AND DIRECTOR, DIGITAL PRODUCT & E-COMMERCE

Arya Creative **2011-2018**

ASSOCIATE PRODUCT MANAGER, PRIVATE BRANDS

Belk Corporate Headquarters **2003-2011**

SKILLS

Product Strategy & Management

- Strategic planning, OKR development, and end-to-end product vision and roadmap management.
- Comprehensive product discovery, innovation frameworks, and user persona mapping with a strong UX focus.
- Agile/Scrum methodology execution, including release planning, epic writing, and product backlog management.
- Data-driven decision making via KPI formulation, A/B testing frameworks, and metric analysis.
- Matrixed stakeholder management, cross-functional team alignment, and securing executive alignment.

Digital & Domain Expertise

- E-commerce and mobile app development across connected commerce platform optimizations.
- Growth-driven design and data-backed platform optimization to enhance user experiences.
- Enterprise logistics, sourcing systems, vendor relationships, and supply chain tech management.
- Go-to-market strategy, multi-channel product launches, digital advertising, SEO, and branding.
- Business development, contract negotiation, pricing architecture, and corporate P&L tracking.

Advanced Technologies

- Artificial Intelligence (AI) and Large Language Model (LLM) agent application development and launches.
- Machine learning and personalization predictive model scaling to drive user engagement and ARR.
- Technical understanding of front-end development fundamentals (HTML, CSS, and JavaScript) to effectively guide AI-assisted development and "vibe coding" workflows.

Analytics & Data Tools

- Expert-level GA4 and Google Tag Manager (GTM) deployment and insight tracking across the Google ecosystem.
- Advanced analytics modeling utilizing Tableau and Looker enterprise BI software platforms.
- Cloud data warehousing, querying, and data-mining large data sets using BigQuery.
- Product analytics frameworks including Heap and Pendo for tracking user behavior and feature adoption.

AWARDS

- Two Time Homer Award Winner (in 6 months)
- Voice of the Saver | Quarterly Winner
- Business & Professional Women | Young Careerist
- National Retail Federation | Retail Champion
- Women Making an Impact | Small Business Winner