

# Cory Marshman

Charlotte, NC 28205 | Open to Relocation

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## SUMMARY

Portfolio Head, Senior Technology Manager and Strategist with a background in Business Operations and Product Management, and a keen eye for UI/UX. Effective at combining creativity and problem solving to develop user-friendly applications. Over 13 years of management experience, including 8 years of product strategy and development with 5+ years managing large scale technology services. This includes 5+ years working in an agile environment focusing on product management / development. Plus, experience in B2B product launches, Payment Systems, SaaS platforms and Financial Services, taking more than 250+ products from ideation to full product launch; including everything from consumer grade, never-down, enterprise level financial applications to high growth startups.

## TECHNICAL SKILLS

- Atlassian Products (Jira, Confluence, etc.)
- Identity and Access Management (IAM)
- SQL & Postman
- Scrum
- Figma and Sketch
- Cypress Automated Testing
- Google Cloud Platform
- Unified Modeling Language
- Agile Methodologies
- AI and ML Projects
- Global Cross-Functional Team Leadership
- Payment Gateway API
- SaaS Product Development
- Design Sprint
- C-Suite Level Networking

## EXPERIENCE

### **VP - SENIOR TECHNOLOGY MANAGER AND PORTFOLIO HEAD FOR ERFT, GIS AND GM**

**APR 2023 – PRESENT**

BANK OF AMERICA

CHARLOTTE, NC

Drive experience design across a multi-organization, cross-channel portfolio servicing hundreds of internal applications.

- Lead a team in designing and delivering enterprise-wide process improvements impacting over 200,000 Bank of America Employees.
- Partner with business and technical executives to identify technology strategic goals and support them through experience design, while simultaneously driving consistency and cost reduction.
- Build and manage a world-class team to lead 10-15 project initiatives annually, including designing new applications, redesigning existing processes, and working with vendors to improve their experience.
- Providing guidance and mentorship to senior and junior designers, interns and recent college graduates.

### **AVP - USER EXPERIENCE DESIGN STRATEGY LEAD - RISK, FINANCE AND GIS**

**Nov 2022 – APR 2023**

BANK OF AMERICA

CHARLOTTE, NC

Lead all product, UI and UX strategy across a portfolio, which includes Risk, Finance and Global information Security. Manage design/product teams across dozens platforms with over a half million users.

- Increased overall employee efficiency by more than 32%, by leading design and product teams to develop, deploy and implement internal employee tools.
- Managed a team of designers, developers and product owners, to build cross functional designs and products, across multiple financial industry lines of business.

### **PRODUCT OWNER / LEAD UI & UX DESIGNER / AUTOMATED QA ENGINEER**

**AUG 2020 – Nov 2022**

INDURO, LLC.

CHARLOTTE, NC

Collaborated with an international cross-functional team to find creative solutions to meet client needs. Drove the development life cycle of client technology products by monitoring development progress, communicating early and often and testing for quality assurance. Translated client needs into fully functional wireframes and design prototypes.

- Started two new internal product lines; Automation Testing and UI/UX design
- Managed both B2B and B2C product launches, with B2B product launches utilized by over 10,000 companies, municipalities and cities, including Berkeley, CA parking and enforcement, a tier 1 city with millions of DAU.
- Project lead and designer for IoT core company, connecting clients to over 50,000+ IoT devices

- Worked to lead the product management team by defining and managing software and hardware products for all company clients across varying industries.
- Product management team lead on a 21 month long contract with Passport to design, develop and build a violations payment plan and boot / tow violations payments product line.

**SENIOR PRODUCT MANAGER**

**OCT 2019 – AUG 2020**

SKIPPER, INC.

CHARLOTTE, NC

Oversaw all product lines. Set strategy for all product lines, analyzed ROI, created more efficient operations and updated procedures to reflect industry best practices. Analyzed supply and demand trends to ensure needs are met. Advised on resolutions of high-level clients.

- Managed all product lines, in-home care, client mobile app and internal CRM platform, by executing deployments based on user and QA testing, UX/UI audits and user feedback.
- Managed over 100 staff members across all company product lines and locations, while using a proprietary payments and product platform to track over staff members across multiple service lines, which increased productivity by 37% across product lines.
- Once Covid hit, we pivoted to a B2B platform strategy, using our own company and customers to determine market fit.
- Developed and collaborated with the ownership group to build a \$4.5 million 24,000 sq. ft state of the art animal care and bar facility.

**DIRECTOR OF OPERATIONS**

**FEB 2018 – OCT 2019**

INNER PEAKS

CHARLOTTE, NC

Led 3 facilities totaling over 65,000 sqft. which served over 1800+ monthly members and 20000+ monthly day pass users. Directed operations and logistics of 25+ local and regional programs and events within my tenure, with 2000+ participants, negotiated vendor contracts, and tracked individual program performance and expenses, while managing over 50 staff members as a member of a 5 person management group

- Developed and collaborated with the ownership group to build a \$4-Million 18,0000 sq. ft. new facility, with a focus on strategic business growth, risk mitigation and facility development, which increased company profits by \$2.5 million year over year.

**PROGRAM MANAGER**

**OCT 2015 – FEB 2018**

US NATIONAL WHITEWATER CENTER

CHARLOTTE, NC

Managed 200+ staff members, who served up to 35,000 guests across 1,300 acres and over 12 adventure activity types per day. Developed, Pioneered, Built and operated the world's first permanent deep-water solo climbing program and facility as well as the world's first deep water solo-climbing specific aquatics program.

- Designed, Developed, Built and Managed a \$4.5 million outdoor events facility, increasing product offerings and overall company revenue by over \$12 million.

**EDUCATION**

**SHIFT NUDGE UI/UX DESIGN COURSE**

80 hour intensive design course developed around clean user focused design

**CODING BOOTCAMP CERTIFICATE: UNIVERSITY OF NORTH CAROLINA AT CHARLOTTE, CHARLOTTE, NC**

A 24-week intensive program focused on gaining technical programming skills in HTML5, CSS3, JavaScript, jQuery, Bootstrap, Firebase, Node Js, MySQL, MongoDB, Express, ReactJS, Angular and Firebase

**BACHELOR OF ARTS IN ANTHROPOLOGY: UNIVERSITY OF NORTH CAROLINA AT CHARLOTTE, CHARLOTTE, NC**

Graduated with a concentration in Biological and Evolutionary Anthropology

**EXTRACURRICULAR**

Traveled to over 35 countries including living abroad for more than 10 years.

**FOUNDER AND ARTIST**

Queen City Creatives Showcase - Local community charity event, which raises money for Charlotte Pride through promoting local creatives and artists

**FOUNDER AND ARTIST**

Fox and Bear Ceramics - Small business focused on micro batch functional and sculptural ceramic art