

SANDI WILEN

Nashville, TN | (904) 671-4575 | sandi@sandiwilen.com | www.linkedin.com/in/sandiwilen

SUMMARY

Versatile senior product and program manager with proven expertise in delivering digital products through full lifecycle development. Four US patents and a demonstrated track record of leading cross-functional teams through complex technical initiatives while maintaining stakeholder alignment. Combines creative problem-solving with technical execution to deliver customer-focused solutions. Excels in dynamic environments requiring adaptability, strategic thinking, and collaborative leadership.

- Program & Project Management (PDLC, Smartsheet, Clarity, Jira, Asana)
- Business & Technical Requirements • Backlog & Request Management • Agile Methodologies • Kanban
- Executive & Stakeholder Communications • Budgeting & Financial Management
 - UI/UX Design & Development (HTML5/CSS) • Graphic design (Adobe)
 - Prototyping & Demos (Sketchup, Figma)
- Data Analytics • Software Development (SLDC, Python, SQL, APIs) • Cloud Services (AWS, Azure, Saas)

EXPERIENCE

THE FIG & DANE LLC, Nashville, TN

Founder & Chief Experience Officer, 2023 – Present

Founded home staging and interior design consultancy applying product management methodologies to client engagements. Work directly with property owners to understand objectives and develop staging strategies informed by market analytics and buyer behavior patterns. Treat each property as a product requiring discovery, strategic planning, and iterative optimization. Coordinate cross-functional stakeholders including contractors, photographers, and real estate professionals to deliver cohesive results aligned with client goals.

- Develop client engagement framework mirroring product development lifecycle—conducting discovery interviews, performing competitive analysis, and creating implementation roadmaps with defined success metrics.
- Implement data-driven approach tracking key performance metrics including showing volume, showing-to-offer conversion rates, and sale price versus list price. Apply A/B testing methodology to staging configurations, iterating on design approaches based on buyer feedback and market response data.
- Design end-to-end buyer experiences across physical and digital touchpoints, applying UX principles to spatial design and creating intuitive property narratives. Deliver comprehensive client documentation including design specifications, budget analyses, and post-engagement performance reports.
- Manage complex multi-stakeholder projects requiring influence without direct authority, coordinating homeowners, agents, contractors, and marketing teams. Navigate evolving requirements through rapid prototyping and iterative validation approaches.
- Built operational infrastructure including CRM systems, project management platforms, and automated intake workflows. Maintain competitive intelligence on market trends to inform strategic planning while balancing operational efficiency with personalized client service.

CHARTER COMMUNICATIONS / SPECTRUM BUSINESS (Remote)

Senior Product Owner (Consultant), Feb 2025-September 2025

Led CPQ transformation initiative for Spectrum Business serving 2M+ SMB and enterprise customers. Focused on optimizing sales team efficiency in configuring quotes across internet, voice, mobile, and bundled services. Owned product roadmap for Netcracker CPQ integration with Salesforce CRM, collaborating with engineering teams to deliver revenue-impacting features.

- Managed CPQ product backlog, translating business requirements into technical specifications and user stories. Defined acceptance criteria bridging business objectives with engineering deliverables.
- Collaborated with senior stakeholders to develop product roadmap, prioritizing features based on revenue impact and customer experience improvements. Made resource allocation decisions balancing competing priorities.
- Drove Salesforce-Netcracker CPQ integration enabling real-time quote synchronization and streamlined opportunity management workflows.
- Partnered with product catalog and pricing teams to implement bulk update capabilities, tiered pricing models, and approval workflows optimized for sales velocity.
- Served as liaison between Sales, IT, and Operations teams, aligning diverse stakeholder needs and managing cross-functional dependencies to maintain delivery timelines.
- Ensured compliance with telecommunications pricing regulations and internal governance standards while maintaining aggressive delivery schedules.

COMCAST CORPORATION (Remote)**Director of Software Technologies: Technical Product Owner / Program Management, Jan 2022- Feb 2024**

Led product and program management for Comcast's \$9.3B commercial portfolio spanning business mobile, government contracts, UI/UX platforms, FCC mandates, and cybersecurity applications. Managed quarterly prioritization of 200+ features, conducting technical reviews with engineering teams and aligning backlog with strategic business objectives. Successfully launched Comcast Business Mobile serving 500K+ users and delivered cybersecurity products on schedule and within budget.

- Directed feature prioritization across multiple product lines through structured technical reviews, strategic backlog management, and stakeholder alignment sessions.
- Served as product liaison between business and engineering organizations, translating stakeholder requirements into detailed technical specifications and actionable development plans.
- Integrated Salesforce CRM with commercial sales and marketing platforms, enabling real-time customer data synchronization for personalized campaign targeting and enhanced sales analytics.
- Led financial modeling for ERP system deployment, ensuring accurate cost forecasting and resource planning alignment with annual budget cycles.
- Delivered successful product launches including Comcast Business Mobile (500K+ users) and cybersecurity products (SecurityEdge, MDR) on time and within budget parameters.
- Secured executive funding approvals through data-driven presentations demonstrating clear ROI and strategic business value.
- Improved organizational efficiency by implementing consolidated JIRA intake system, optimizing roadmap communication, and enhancing backlog visibility across teams.
- Mentored junior product managers, fostering professional development and building collaborative team culture.

COMCAST CORPORATION (Remote)**Director - Technical Product Management, Jun 2018-Jan 2022**

Led technical product management for Comcast's digital customer experience platforms serving 30M customers and 30K employees. Portfolio included web applications, self-service tools, Xfinity Assistant chatbot, and AI-driven recommendation algorithms. Collaborated with UX, marketing, sales, and engineering teams to translate strategic requirements into technical specifications while maintaining alignment between technical delivery and executive expectations.

- Managed technical delivery for large-scale digital products, developing user stories, prioritizing backlog based on business value, and ensuring development alignment with customer needs.
- Served as primary contact for feature requests, defect resolution, and critical technical escalations. Maintained stakeholder communication and partnered with engineering to resolve complex technical challenges.
- Identified key stakeholders, established strategic roadmaps, and influenced product direction through collaborative decision-making and effective resource coordination.
- Drove process improvements by implementing consolidated JIRA intake system and SharePoint workspace with Power Platform automation, reducing manual status updates and improving operational transparency.

COMCAST CORPORATION, Philadelphia, PA**Director of Quality Delivery, Sep 2015-Jun 2018**

Led enterprise-wide quality improvement programs for Comcast's Xfinity Next Gen platform, driving end-to-end solutions to improve DVR, linear, and On Demand video services. Applied data-driven methodologies to identify root causes and implement systematic improvements.

- Reduced X1 On Demand error rates by 51% in nine months through data analysis and targeted engineering initiatives.
- Developed and executed strategic improvement plans, fostering cross-functional collaboration and removing organizational blockers.
- Reported progress and risk status to senior leadership with clear, actionable updates supporting technical and strategic alignment.
- Led 12-member team leveraging social media insights and customer feedback to enhance service quality and improve customer experience.
- Introduced innovative solutions driving measurable improvements in product quality and user satisfaction.

COMCAST CORPORATION, Philadelphia, PA**Principal Engineer, Jun 2008-Sep 2015**

Designed technical strategy and architecture for critical VOD systems, overseeing full development lifecycle to ensure alignment with business objectives and quality standards. Collaborated with cross-functional teams and vendor partners to deliver complex solutions while mentoring engineering teams on best practices and technical excellence.

- Led development of VOD content platform, reducing capacity and storage requirements by 28%.
- Defined product roadmaps aligning technical requirements and risk management with strategic business goals.

- Managed cross-functional teams delivering high-quality VOD solutions in partnership with content providers including NBCU and HBO.
- Streamlined architecture decisions reducing technical debt while meeting cost and timeline objectives.
- Oversaw Agile planning and capacity management for 35-member engineering organization.

EDUCATION

AIU, Buckhead, Georgia

B.A., Visual Communications

PATENTS

- *Media Content Modification and Access System for Interactive Access of Media Content Across Disparate Network Platforms.* 9,563,702, 2017
- *Method and system for presenting personalized television program recommendation to viewers.* 8,943,537, 2015
- *Convenient video program start over system and method for a video entertainment distribution network.* 8,707,376, 2014
- *A system and method providing a call management system adapted for use within a content delivery system.* Application # 20060020993

CERTIFICATIONS

- *Certified ScrumMaster (CSM), Scrum Alliance (202404894), 2024*
- *AI For Business Specialization, Wharton -- University of Penn, Philadelphia, PA, 2024*
- *Six Sigma Green Belt Certification, Philadelphia, PA, 2017*