

Amanda Miller

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PROFESSIONAL SUMMARY

Principal and Senior-level product manager with 15+ years across B2B SaaS, marketplace, and enterprise platforms. I'm deliberately targeting senior individual-contributor work. After leading teams and functions, I do my best work close to the craft: in discovery, synthesis, and the decisions that shape what gets built and why. My background runs through regulated, workflow-heavy domains: financial services and life insurance at OneAmerica, government records at Neumo, and consumer marketplace at Angie's List as an early employee. Across all of them the job was the same, earn credibility with expert users, then turn their operational reality into software they trust. I've led product from 0-to-1 through scale, and I build with AI daily as a co-builder, using it to move faster through discovery, sharpen specs, and close the distance from insight to working software.

CORE COMPETENCIES

Product: 0-to-1 Development • Discovery and Customer Research • Product Strategy and Roadmapping • Pricing and Monetization

Domain: Regulated Markets • Marketplace and Platform Products • Vertical SaaS and Workflow Automation • B2B, B2C, and B2G

Practice: Builds with AI as a Co-Builder • Data Analysis and Insight Generation • Agile / SAFe / Scrum

WORK EXPERIENCE

Neumo (formerly GovOS) • Remote • May 2023 to July 2026

Group Product Manager, Public Records Suite

- Led 0-to-1 development of a purpose-built eSubmission platform: inherited a fragile pilot serving one county, identified reliability and workflow failures, and rebuilt from scratch with UX, engineering, and regulatory SMEs. Delivered to first customer in 9 months, with 30+ counties opting in within a year under a per-document fee model that made adoption directly measurable as revenue.
- Owned product strategy and execution for the Public Records Suite across three application teams, spanning records management, Search, and eSubmission for local government recordkeepers and the commercial researchers who use those records daily.
- Reoriented Search product strategy to serve commercial power users (title researchers, abstractors, attorneys) as the primary persona after identifying critical workflow friction invisible to the prior team; synthesized 30+ prioritized improvements from interview transcripts and Jira analysis, with multiple shipped across 100+ counties.
- Developed the partner monetization strategy for the public records ecosystem: identified priority vendor segments, defined buildout sequencing, and recommended the pricing structure.
- Used LLMs as a daily working tool: sharpened JPDs and business cases, consolidated cross-team project tracking into unified Jira and JPD views, and delivered an interactive use case and requirements document for a major initiative, compressing weeks of spec work into days.
- Served as product partner on local government RFPs, co-authoring responses with business development and leadership; used RFP intelligence to surface and prioritize product growth opportunities.

Quillt Media • St. Louis, Missouri • Remote • Oct 2022 to Feb 2023

Senior Director of Product

- Founding product leader for 0-to-1 development of Seasons.com, a product marketplace transformation.
- Conducted rapid market research and customer discovery across B2C and B2B segments to define and validate the market opportunity before a product line was established.
- Developed product vision, strategy, and both 1- and 3-year roadmaps from scratch, establishing the foundation for the company's product direction.
- Co-designed the monetization model with the CEO and CRO, and partnered with business development to identify and negotiate partnership-driven revenue streams. PE withdrew funding before the product launched.

OneAmerica Financial Partners • Indianapolis, Indiana • Jan 2017 to Sep 2022

Senior Director, Product: CRM (Marketing Division) | 2019 to 2022

- Built and led the enterprise CRM product function within Marketing at a highly regulated financial services company, navigating life insurance and employee benefits compliance complexity while establishing product practices, team structure, and a strategic vision for customer relationship management across the organization.
- Secured approximately \$500K in incremental funding within the first year by making a credible business case to executive leadership, enabling a dedicated Salesforce and integrations squad.
- Partnered with B2C and B2B product leaders, PMO, and IT to align roadmap investments with enterprise priorities; managed the Salesforce vendor relationship.

Director, Business Relationship Management: IT Division | 2017 to 2019

- Served as the IT partner to Marketing, Data Analytics, HR, and Group Benefits, managing demand, priority, and delivery of technology services across business units.
- Led a 20% increase in technology funding for the Group business for the annual plan by building and presenting a compelling investment case to executive sponsors.

Angie's List • Indianapolis, Indiana • Mar 2014 to Dec 2016

Director of Product, Sales and Service Experience

- Drove member and agent experience for a 400-member Support team and 4M+ consumer marketplace, applying product discipline to the full service journey, from member-facing FAQ and chat to agent tooling, workflows, and knowledge base.
- Led implementation of Salesforce Service Cloud within 1 year, delivering a 50% improvement in agent onboarding time and a 54% decrease in average handle time (AHT).

FORMATIVE EXPERIENCE

OneAmerica Financial Partners • Indianapolis, Indiana • Sep 2011 to Mar 2014

eBusiness Relationship Manager and Product Owner, IT Division

- Recruited to start a web content team; within one year became product owner for two high-profile enterprise sites, delivering successful redesigns of OneAmerica.com and a customer account management application.
- Served as OneAmerica's first-ever product owner for digital projects, leading cross-functional teams and championing early adoption of agile practices in a waterfall culture.

Angie's List • Indianapolis, Indiana • Feb 2006 to Sep 2011

Content Strategist, Digital Marketing (SEO)

- Among the first 70 employees at Angie's List, contributing through late startup and scale-up across content strategy, SEO, and digital marketing.
- Optimized content delivery by developing internal guidelines and external content streams; contributed to establishing top 10 keyword rankings for relevant home improvement terms, building member awareness and acquisition.

EDUCATION

Ball State University • Muncie, Indiana • Journalism and History

CERTIFICATIONS

PMC-III: Pragmatic Institute • Certified Scrum Product Owner (CSPO): Scrum Alliance • SAFe Agilist: Scaled Agile Framework • BRMP: Business Relationship Management Institute