

# MARY DROESE

SENIOR PRODUCT MANAGER (FREELANCE)

## DETAILS

### ADDRESS

Amsterdam  
Netherlands

### PHONE

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## LINKS

[LinkedIn](#)

[Portfolio](#)

## SKILLS

Leadership and Teamwork



Agile Project Management



Product Management



Online Banking



Process Improvements



Change management



Competitive Analysis



Apple App store



Google Play store



Analytics



## LANGUAGES

English

## PROFILE

Result-oriented product team leader with 10 years of experience including defining, implementing, and supporting complex infrastructures for B2C and B2B clients using Agile methodology. A fast and eager learner, I am detail-oriented and quickly adapt to changing project requirements to meet business goals. Comfortable with ambiguity and thrive in a fast-paced environment. Vast experience in fintech, payments, and banking.

## EMPLOYMENT HISTORY

### Team Lead & Product Owner, Saxo Bank

Amsterdam

Jul 2021 — Dec 2023

The Saxo Bank Group (Denmark) is a world-leading electronic trading and investment institution authorized in 15 locations worldwide.

- Directed the mobile team to deliver the Saxo Bank trading platform apps to the Apple App and Google Play Stores by updating app releases regularly, implemented geo-tracking to meet Apple compliance regulations, and implemented bound and trusted devices at login, thus reducing the risk of fraud and improving regulatory compliance.
- Streamlined the white-label client on-boarding process resulting in quicker time-to-market and potential increased revenue from clients.
- Designed a mentoring program that was adapted for use across the bank to provide support, and guidance and to foster collaboration.
- Vice-chairman of the Works Council for Saxo Bank Netherlands.

### Sr. Product Manager, Charles Schwab

San Francisco

Nov 2020 — Jun 2021

The Charles Schwab Corporation is a leading provider of financial services, including securities brokerage, banking, asset management, custody, and financial advisory services to individual investors and independent investment advisors.

- Challenged to answer the question - "What should Schwab do to enhance their retail banking (money movement, transfers, and payments) offering? Delivered a comprehensive competitive analysis for traditional banks and fintechs, a gap analysis, developed target personas, and defined customer journeys defining the go-forward strategy for the Schwab retail bank offering.

### Sr. Product Manager, Wells Fargo Bank

San Francisco

Mar 2019 — Nov 2020

Wells Fargo Bank is a multinational financial services company (banking, credit cards, loans, mortgages, commercial financial services, and more).

- Revamped the criteria so that the Wells Fargo wholesale business lines B2B applications were compliant with the Web Content Accessibility Guidelines (WCAG) 2.0 level A and AA.

- Updated and implemented a compliance framework for over 25 standards related to, e.g., auto-lending, mortgage lending, mutual funds trading, etc. to meet regulatory requirements and to be compliant with internal and external digital standards across the omni-channel spectrum for the bank.

### **Sr. Product Manager, Salesforce**

San Francisco

Jul 2018 — Feb 2019

Salesforce (headquartered in San Francisco, USA) is a leading, globally active software company that provides customer relationship management services (CRM solutions), and a complementary suite of enterprise applications focused on customer service marketing automation and analytics.

- Completed an extensive competitive analysis on whether to buy or build a digital manual testing solution - the result was to build vs. buy thus resulting in large cost savings.
- Gathered requirements by interviewing key stakeholders from each of the 12 Salesforce domains, and assessed results to define build priorities.
- Using Agile methodology, iterative capabilities were delivered to a pilot group that enabled real-time feedback resulting in immediate process improvements.
- Built a dashboard (including KPIs) for QA management to enable quick decision-making, seamless integration, and improved functionality/usability in reviewing test results.

### **Sr. Product Manager, Wells Fargo Bank**

San Francisco

Aug 2017 — Feb 2018

- Orchestrated the activities of cross-functional teams that focused on developing "the future of banking" by generating ideas and future functionalities such as using QR codes for login, using a cellphone to obtain a 1-time PIN to access an ATM, etc.
- Led the development, using AI and machine learning, of proofs-of-concept that were handed off to Wells Fargo retail banking business lines to implement for consumers.

### **Sr. Product Manager/Product Owner, U.S. Bank**

San Francisco

Apr 2016 — Aug 2017

US Bank offers consumer & business banking, corporate & commercial banking, payment services, wealth management, and investment services.

- Directed a mobile SCRUM team to deliver digital enhancements (Zelle P2P transfers, login assistance), and innovations including compliance fixes, and service enhancements engaging with customers via 1:1s and focus groups.
- Orchestrated from inception to launch the US Bank skill on the Amazon Alexa platform, going live in under 6 months and exceeding the pilot goals of 50 active users by 250% within a 4-month pilot test, thus positioning the bank as an innovative leader.
- Mentored and coached junior product managers.

### **Sr. Product Manager, Wells Fargo Bank**

San Francisco

Feb 2015 — Mar 2016

Results:

- Created and delivered a new messaging template for private banking clients (highest net-worth customers of the bank).
- Delivered an on-boarding document to bring new hires up to speed quickly.

## **EDUCATION**

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**Bachelor of Arts, Mount St. Mary's University**

Los Angeles