

# Sequoia Elbon

Product Owner

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📍 4567 Home Street, Detroit,  
Michigan 48201

## Education

### Bachelor of Science in Business Administration at University of Michigan

Sep 2013 - May 2017

I have learned how to manage and lead a team, how to run a business, and how to market products and services.

## Links

[linkedin.com/in/sequoiaelbon](https://www.linkedin.com/in/sequoiaelbon)

## Skills

Agile

Business Analysis

Requirements Gathering

User Stories

Acceptance Criteria

Product Roadmap

## Languages

English

Spanish

## Hobbies

Golf

Skiing

Traveling

## Profile

Over 5 years experience as a Product Owner. I have developed an in-depth understanding for what it takes to create successful products, from market analysis and requirements gathering through to product launch and post-launch support. My experience has taught me how to work effectively with cross-functional teams, how to prioritize competing demands, and how establish clear communication channels between all stakeholders. In addition, I am well versed in the use of various project management tools and methodologies (e.g., Agile/Scrum). Consequently, I am confident that I can make significant contributions to any organization looking for an experienced Product Owner who is able deliver results within tight schedules.

## Employment History

### Product Owner at Blue Cross Blue Shield of Michigan, MI

Mar 2022 - Present

- Led the development of a new product that increased company revenue by 20%.
- Created a product roadmap that increased customer satisfaction by 30%.
- Implemented agile methodology across 5 scrum teams, resulting in 25% faster delivery times.
- Defined requirements for 10 new features that resulted in a 15% increase in conversion rates.
- Wrote user stories and acceptance criteria for 50 backlog items.

### Associate Product Owner at DTE Energy, MI

Aug 2017 - Jan 2022

- Led the development of a new product feature that increased customer satisfaction by 10%.
- Defined and implemented a new pricing strategy that generated an additional \$1M in revenue.
- Successfully launched 3 products on schedule and within budget.
- Conducted market research leading to the successful expansion into a new market segment.
- Achieved 100% adoption of newly developed product features among target user group.

## Certificates

### Certified Scrum Product Owner (CSPO)

Oct 2020

### Certified Agile Product Owner

Jun 2019

## Memberships

Scrum Alliance

Agile Alliance