

ERIK J. MEYERS

Product Leader | Digital Product Strategy | Product Operations | Enterprise Platforms | Customer & Employee Experience

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EXECUTIVE PROFILE

Product leader with 10+ years of experience shaping digital products, enterprise platforms, product operating models, and customer and employee experiences across financial services, insurance, education technology, and enterprise technology. Known for turning ambiguous business and technology needs into clear strategy, actionable roadmaps, disciplined execution, and measurable outcomes. Strong fit for senior product management, product lead, group/principal product, product operations, enterprise platform, digital workplace, and director-level product roles.

Product Strategy & Growth

Roadmaps, lifecycle strategy, P&L-aware prioritization, customer experience, discovery, adoption, and retention.

Product Operating Models

Governance, intake, portfolio health, PI planning, backlog discipline, role clarity, and delivery transparency.

Enterprise Platform Leadership

M365, ServiceNow, ADO, digital workplace, banking platforms, education platforms, integrations, and service delivery.

CORE STRENGTHS

- Product Strategy & Roadmaps
- Customer & Employee Experience
- Product Discovery & Research
- Digital Banking & Money Movement
- Backlog Health & Delivery Predictability
- Digital Product Transformation
- Enterprise Platforms & Portals
- Stakeholder & Executive Alignment
- Education Platform Strategy
- Vendor, Risk & Compliance Partnership
- Product Operations & Governance
- Agile/Scrum/PI Planning
- Metrics-Driven Prioritization
- Accessibility & Inclusive Design
- ROI, Cost-Benefit & Root-Cause Analysis

EDUCATION

Master of Business Administration (MBA)

Providence College | Providence, RI

Bachelor of Arts, Film Media & English

University of Rhode Island | South Kingstown, RI

PROFESSIONAL EXPERIENCE

Symetra Insurance

Remote | 06/2024 - Present

Digital Product Leader, Employee Experience Technology | *Enterprise product strategy, digital workplace, product operating model transformation*

- Lead product strategy and delivery for enterprise employee technology platforms supporting workforce productivity, collaboration, digital service delivery, internal customer experience, and operational effectiveness.
- Define product governance, roadmap standards, intake practices, backlog health expectations, PI planning routines, dependency visibility, and Azure DevOps reporting to improve transparency and delivery predictability.
- Partner with senior leaders across HR, infrastructure, security, operations, product ownership, Scrum, and technical teams to translate business and employee needs into prioritized roadmaps and measurable delivery commitments.
- Build product discipline in a maturing environment by clarifying PM/PO/technical leadership responsibilities, improving stakeholder alignment, and connecting technology work to employee experience and business outcomes.

Sallie Mae

Newark, DE | 08/2022 - 06/2024

Director of Product Management, Education Services | *Director of Product for the Sallie digital education planning platform*

- Owned product strategy, lifecycle direction, roadmap investment decisions, and P&L accountability for the Education Services product portfolio, including the Sallie platform.
- Directed product managers, product owners, analysts, and contracted Scrum Masters while building product operating models that improved governance, alignment, roadmap clarity, and delivery consistency.
- Led development and growth of Sallie, a digital education planning platform that scaled to 1M+ active users by helping students and families navigate planning, financial decisions, and education pathways.
- Introduced AI-driven personalization and gamification capabilities that increased user engagement 15% and retention 20%.

Brookline Bancorp, Inc. / BankRI

Boston, MA | 06/2018 - 08/2022

Vice President, Director of Consumer Product Management | *Digital banking, mobile, branch accessibility, and customer experience modernization*

- Led digital product strategy, innovation, and lifecycle management across customer-facing banking platforms, improving digital experience, engagement, customer acquisition, and business growth.
- Revitalized product offerings, resulting in 44% growth in the affluent customer segment and a 25% rise in deposit balances.
- Launched and modernized key digital banking capabilities, including a new Online Banking and Mobile Banking platform, Zelle integration, AWS-based online platforms, and customer-facing access improvements.
- Successfully launched Aira accessibility support across BankRI branch and digital experiences, helping blind and low-vision customers access banking services across physical and digital channels.
- Championed Agile practices and product delivery discipline across teams, improving roadmap execution, delivery timelines, and cross-functional collaboration.

The Village Bank

Newton, MA | 01/2018 - 06/2018

Head of eCommerce | *Digital banking, ecommerce, account opening, and channel growth*

- Managed full product lifecycles for digital banking and ecommerce experiences, using customer usage insights to improve acquisition, retention, and market penetration across retail and lending channels.
- Achieved an immediate 40% increase in customer acquisitions following launches of virtual cards, Zelle, and a new website with online account opening capabilities.
- Led delivery of digital products and operational capabilities spanning ACH/NACHA processing, debit card services, wire transfers, and customer-facing web experiences.

Citizens Bank

Cranston, RI | 03/2015 - 12/2017

Digital Product Manager, Money Movement | *Payments, bill pay, transfers, and P2P digital adoption*

- Led digital transformation of money movement services, from Bill Pay improvements to P2P solution launch efforts, driving increased digital adoption and customer engagement.
- Played a key role in the launch of Zelle, contributing to a digital transaction volume increase of more than 50%.
- Optimized online banking experiences across bill payment, transfer functionality, customer adoption, risk partnership, and cross-functional execution.

ADDITIONAL EXPERIENCE

Marketing Coordinator - University of Rhode Island | Web Developer - Cognia/Measured Progress (contract)

TOOLS, PLATFORMS & TECHNICAL FLUENCY

Azure DevOps (ADO) | Jira | Product Analytics | SQL | M365 | ServiceNow | Nexthink | APIs | CMS | CRM | Digital Banking Platforms | Mobile Banking | Online Account Opening | Zelle/P2P Payments | Secure Access Experiences | UX/UI | User Research | Vendor Management | Regulated Financial Services