

PATRICIA FIORELLI

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PRODUCT MANAGER - Digital Product Strategy & Delivery | Product Analytics | AI | Agile/Scrum

Product Manager with 5+ years of Product Management and Product Ownership experience leading digital products from discovery and requirements through development, launch, adoption, and continuous improvement. Technical background in full-stack web development with expertise in product strategy, roadmaps, Agile delivery, stakeholder management, UAT, and product analytics. Experienced leading client and third-party development teams and using data, user feedback, and AI tools to translate complex problems into actionable product decisions.

PROFESSIONAL EXPERIENCE

Bottle Rocket Studios

Jan 2022 - Present

Product Manager | Nov 2024–Present

Product Owner | Jan 2022–Nov 2024

- Lead end-to-end digital product delivery across healthcare and consumer experiences, translating complex business and user needs into product strategy, roadmaps, requirements, prioritized backlogs, and delivery plans.
- Lead client and third-party development teams across web and mobile products, including a five-person team with four external developers; facilitate Scrum ceremonies, manage dependencies, and translate requirements across business, product, design, and engineering teams.
- Built and launched a new healthcare insurance administration application from concept to production, partnering with 5+ stakeholders through a one-year delivery cycle before transitioning development to the client's internal team.
- Leverage Amplitude and Google Analytics to turn behavioral data into product decisions, informing a healthcare app home-screen redesign that increased Test Results usage 70%, Schedule a Visit 40%, and e-Check-in 25%.
- Manage web and mobile product strategy across three national restaurant brands serving ~32M annual active users, using analytics, user research, and stakeholder input to prioritize roadmap opportunities and continuous improvements.
- Define Gherkin-based user stories and acceptance criteria and lead UAT, defect triage, user research, and proactive in-app feedback, partnering with client teams to evaluate product performance, identify opportunities, and continuously evolve the roadmap.

The Array School of Technology and Design

Sep 2020 - Dec 2021

Product Owner | Jan 2021–Dec 2021

Full Stack Web Engineer Apprentice | Sep 2020–Aug 2021

- Transitioned from full-stack web development into product ownership, combining technical development experience with product strategy and Agile delivery.
- Collaborated with designers and developers to translate user needs into technical requirements and shippable product increments.
- Developed working knowledge across the full software development lifecycle, including front-end and back-end development, APIs, databases, testing, and deployment.
- Applied Agile/Scrum practices to prioritize work, manage requirements, and collaborate across technical and product teams.

Physical Education Teacher

2014 - 2020

- Managed and communicated with diverse stakeholder groups including students, families, educators, and administrators.
- Designed and delivered programs based on individual needs, goals, available resources, and measurable outcomes.

- Developed strong communication, facilitation, organization, and problem-solving skills transferable to cross-functional product leadership.

EDUCATION

- **Bachelor of Science, Exercise Science**
University of North Carolina at Charlotte
- **Post-Baccalaureate, Teacher Education**
Catawba College
- **Full Stack Web Engineering**
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CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- **Professional Scrum Product Owner I (PSPO I)** — Scrum.org, 2025
- **Professional Scrum Master I (PSM I)** — Scrum.org, 2024
- **Certified SAFe 5 Agilist**
- **Certified Scrum Product Owner (CSPO)**
- **AI for Product Management** — Pendo