

Mary Catherine Pflug

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Overview

Mary Catherine Pflug is a Boston-based creative professional specializing in product management, e-commerce, and partnerships. She currently works for Monotype Imaging, leading the product vision for Monotype's partnership products and managing a team of partner support specialists and agile developers located across North America, Europe and India. She is passionate about the customer perspective and using agile methodologies to develop delightful user experiences.

Professional Experience

Monotype Imaging Inc., Woburn, MA

Monotype is the global leader in premium creative font and imaging technology solutions.

Product Manager

July 2019 – Present

Strategic product management for Monotype's self-service partnership tools. Developed roadmap from product inception, the product now serves over 5,000 users and inventories generating \$52MM+ revenue.

- Defines product vision, strategy, and roadmap by continually identifying market opportunities and prioritizing features, leading to development of new self-service partner product which improved and increased font selection across Monotype's sales channels, contributing to a 250% increase in customer Net Promoter Score.
- Increased developer team velocity 33% in 14 weeks, improving rate of feature release to deliver more customer value faster.
- Collaborates and communicates with global cross-functional teams and stakeholders in marketing, engineering, ecommerce, sales, R&D, and executives to execute vision using Agile Methodologies.
- Measures and tracks product and user success using Jira, PowerBI, Google Analytics, Qualtrics, and Salesforce, which leads to 98% on-time feature delivery and minimal user-reported bugs.
- Understands customer needs and gathers business intelligence by conducting primary research about design customers with the Font Purchasing Habits Survey, growing it 715% from 2,600 to over 21,000 responses.
- Prototypes and develops new product features by designing in Figma and user testing.
- Released product features and overhauled internal processes to reduce the time it takes for partners to add font inventory from 3 days to 5 minutes and time to onboard a new partner from 1 month to 2 days resulting in a 730% increase in new partners per month and doubling the rate of inventory release YOY from 2018 to 2020.

E-commerce Partner Operations Manager

March 2018 – July 2019

Relationship and operations management of font inventory and partners on Monotype's four e-commerce websites.

- Managed team of remote partner support specialists and representatives serving 2,500 international partners.
- Increased partner Net Promoter Score 400% from 2018 to 2019.
- Collaborated with team in Tokyo to expand partnerships in Japan, resulting in 20 new Japanese partnerships.
- Negotiated \$1MM+ deals with major partners.
- Optimized partner support by utilizing Salesforce and overhauling workflows to improve the average support response time from 15 days to 24 hours.
- Developed self-service help center using Zendesk, reducing number of support requests by 30% in six months.
- Implemented partner email marketing program resulting in an 60% average email open rate and 30% average click rate.

Partner Success Specialist

February 2017 – March 2018

- Provided personalized support and merchandising recommendations to premium partners.
- Analyzed technical quality, sales metrics, industry trends, and traffic to create system for evaluating and prioritizing inventory.
- Displayed patience, courtesy, and strong interpersonal skills in difficult situations.
- Awarded Monotype's "Bold and Curious" award in 2017.

Partner Support Representative

July 2016 – February 2017

- Provided technical email support for e-commerce partners with kindness and patience.
- Worked collaboratively with engineering and customer support to creatively solve challenging partner issues.

Education

Harvard University Extension School, Cambridge, MA

Expected May 2021

- Masters of Management

Rollins College Honors Program, Winter Park, FL

September 2012 – May 2016

- Bachelor of Arts in International Business
- Phi Eta Sigma Honors Society, Beta Gamma Sigma Business Honors Society, President's and Dean's Lists

Skills and Certifications

Certified Scrum Product Owner (Scrum Inc.), Creative problem solving, Collaboration, Design thinking, Process optimization, Survey design, Partnership management, Quantitative data analysis, Salesforce Lightning, Agile Methodologies, Jira, Microsoft Excel, UI Design, Figma, Invision, UserCrowd, User Research