

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. 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 self-service partnership tools, delivering inventory to E-commerce and SaaS channels at scale.

- Defined a product vision, strategy, and roadmap for brand new self-service portal, resulting in more new partners, increased inventory selection, and simplifications to company-wide architecture, contributing to a 250% increase in customer NPS (Net Promoter Score) and 14% increase in revenue.
- Increased developer team velocity 33% in 14 weeks by improving team culture through changes to team meeting cadence, modifying epic sizes and story template, and improving the team's understanding of how our work drives company goals.
- Delivered features at 98% on-time delivery with minimal user-reported bugs by writing detailed and thorough features, epics, and stories, leading team refinement using Jira and Aha, and collaborating with global cross-functional teams and stakeholders in marketing, engineering, e-commerce, sales, R&D, and executives to execute vision using Agile Methodologies.
- Executed primary market research to develop business intelligence about niche customer needs and behavior, growing the project 715% in four years to over 21,000 survey responses.
- Designed all aspects of multiple features including custom partner marketing tools, sales reports, payment administration tools, sign-up process, and page management tools from initial concept wire frames to the final branded user interfaces using Figma, resulting in a CES (Customer Effort Score) of 80.
- Solved a significant bottleneck to business growth related to lack of new partners and new inventory by implementing incremental changes over time: first overhauling internal processes, then developing and releasing new features to reduce the time it takes for partners to add new 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 tripling the rate of inventory release YOY from 2018 to 2020.

E-commerce Partner Operations Manager

March 2018 – July 2019

Relationship and operations management of digital inventory and sellers across four E-commerce channels.

- Managed team of remote partner support specialists in Europe and India serving 3,000 international partners.
- Increased partner NPS (Net Promoter Score) 400% from 2018 to 2019 by improving support quality through team training and launching a partner email engagement program resulting in an 60% average email open rate and 30% average click rate.
- Optimized partner support by transitioning the team to a customized instance of Salesforce, developing support templates and content, and overhauling workflows to improve the average support response time from 15 days to 24 hours.
- Developed self-service help center website using Zendesk, reducing number of support requests by 30% in six months.
- Collaborated with new team in Tokyo to expand partnerships in Japan, resulting in 20 new Japanese partnerships.
- Negotiated multiple recurring \$1MM+ deals with major partners.

Partner Success Specialist

February 2017 – March 2018

- Provided personalized support, revenue forecast planning, 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

MA, Management, Harvard University Extension School, Cambridge, MA

August 2019 - May 2021 (expected)

BA, International Business, Rollins College Honors Program, Winter Park, FL

September 2012 – May 2016

- 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, Partnership management, Quantitative & qualitative data analysis, Agile methodologies, UI design, UX design, User Research, Wire framing, Story writing, Design research, Survey design, Jira, Confluence, Aha, Figma, Invision, Delighted, Qualtrics, Salesforce, Excel.