

ARISTA R. WITTY

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U.S. Citizen (No Visa Sponsorship Required), Open to Relocation

PROFESSIONAL SUMMARY

Innovative and collaborative Product Management Leader (MBA, CS) with 20 years of experience architecting high-impact digital experiences and user-facing AI features. Former agency founder and current Microsoft analytics, I'm an expert leading 0 to 1 product environments, translating complex technical concepts into actionable frameworks. Proven track record of facilitating cross-functional teams of data professionals, engineers, and marketing experts to deliver safe, supportive, and personalized experiences.

EXPERTISE

- Web Experience Strategy Veteran
- Product Management (AIPMM)
- Launching AI Workflows
- UX / UI Design
- User Roadmapping
- SEO, CRO, A/B Testing
- P&L and ROI Owner
- Expert Client Strategist
- Data Analytics Veteran

TECHNICAL PROFICIENCIES

AI: Generative AI, AI Prototyping Tools, Copilot, ChatGPT, LLMs, Codex, Claude Code
Languages: SQL, DAX, M Language, HTML5, CSS3, PHP, JavaScript, R, Python
Product Strategy: Product Manager (AIPMM), Scrum, Lean Startup, Product Lifecycle, User Stories, Journey Mapping
Web Dev: WordPress, Project Management (CAPM), QA/UAT, A/B Testing, APIs, WHM Server, Apache, SSL
Data Analytics: Google Analytics, Adobe Analytics, Google Tag Manager, GSC, Looker, PowerBI, Snowflake Data Warehousing

EXPERIENCE

PROWESS CONSULTING – *permanent assignment at Microsoft* Seattle, Washington USA
Product Lead, Analytics at Microsoft August 2022 – present
Permanent assignment embedded within Microsoft News as a senior analytics and digital strategy advisor, operating at Director scope across global platform teams.

- **Strategy & Roadmap Leadership:** Define digital platform vision for 100K+ global assets, operating at Director scope to align multi-tower channel strategies with executive goals.
- **AI-Accelerated Outcomes:** Actively apply Generative AI and Copilot to media analytics and requirement planning, improving operational efficiency and product activation by 60%.
- **Cross-Functional Orchestration:** Partner with engineering, design, and marketing to lead complex digital capability projects from MVP definition to global scale.
- **Executive Visibility:** Communicate channel efficacy and strategic roadmaps to senior stakeholders through automated health dashboards.

WEB RADISH – *Digital Product Agency* Arden, NC USA
Director of Product Management, Founder June 2008 – May 2025
Founded and scaled a web development and analytics agency, owning product management, full P&L, client relationships, and delivery across 100+ client engagements over 17 years.

- **P&L & Price Modeling:** Founded and scaled an agency owning full P&L and financial review for 100+ client engagements; developed business cases that generated \$175K+ in incremental revenue.
- **Digital Media Portfolio:** Directed the entire lifecycle for Paid Search, Social, and Hyperlocal products, utilizing A/B testing to optimize media cost efficiency across diverse buying models.
- **Relationship Management:** Managed high-level agency and platform vendor partnerships to ensure differentiated solutions and media delivery efficiency.

EDUCATIONAL THEATRE ASSOCIATION – *International Nonprofit* Cincinnati, Ohio USA
Technical Product Manager, Web Platforms January 2021 – August 2022
Led digital product strategy and platform modernization for an international nonprofit, owning the full digital experience from CRM integration to UX redesign, working in budget and scope.

- **Capability Delivery:** Led a SaaS platform migration across Marketing, IT, and Finance, ensuring operational documentation and technical alignment for GTM launches.

- **Secure Integration:** Managed strategic API integrations for CRMs and payment gateways, ensuring secure system performance in a regulated environment.

UNIVERSITY OF ALASKA FOUNDATION – *Higher Education Development*

Anchorage, AK USA

Senior Data Analyst and Web Product Manager

August 2010 – January 2015

Directed enterprise data product strategy and BI best practices, managing a team of analysts to establish the organization's foundational data governance standards while optimizing the Foundation's primary web products.

- **Team Leadership:** Mentored a team of 3 analysts, established data governance best practices, and reduced reporting delivery times by 30%.
- **Digital Transformation:** Designed and launched data-driven digital campaigns and web reporting frameworks, contributing to a 25% increase in post-report donations.

STONE SOUP – *business development nonprofit*

Republic, WA USA

Technical Director

August 2005 – August 2010

Early-career leadership role directing digital strategy, compiling business data for grant writing, community training, and organizational operations for a rural business development nonprofit.

- **People & Organizational Leadership:** Supervised and developed 5 staff members and interns and directed community training programs for 150+ members in marketing, SEO, and digital tools.
- **Digital Marketing Leadership:** Wrote the grant for and managed a \$10,000/month Google Ads & Analytics campaign from inception — an early demonstration of data-driven digital strategy and budget ownership.
- **Audience Growth:** Built and managed a coded HTML email program that grew the organization's subscriber list from fewer than 100 to 20,000+ — establishing digital engagement infrastructure from the ground up.

EDUCATION

DARLA MOORE SCHOOL OF BUSINESS, University of South Carolina

Columbia, SC USA

International Master of Business Administration (IMBA), GPA 4.0 / 4.0

Focus: Finance

Certificates: Artificial Intelligence in Business

Academic Curriculum: Advanced Quantitative Methods in Business, Global Corporate Valuation, Intelligent Information Systems Design for Business, Financial Accounting, Global Strategic Management, Machine Learning and AI, Supply Chain Management.

OREGON STATE UNIVERSITY

Corvallis, Oregon USA

Bachelor of Science, *Summa cum laude*, Major: Liberal Studies. GPA 3.85 / 4.0

BAKER COLLEGE

Flint, Michigan, USA

Associate of Applied Science, *Cum laude*, Major: Computer Science. GPA 3.52 / 4.0

CERTIFICATIONS

Product Manager	<i>AIPMM, 2026</i>
Scrum Master I	<i>Scrum.org, 2026</i>
Google AI Professional	<i>Google, 2026</i>
Snowflake Data Warehousing	<i>Snowflake, 2026</i>
Master Google Analytics 4	<i>Google, 2024</i>
Certified Associate of Project Management	<i>Project Management Institute, 2023</i>

LANGUAGES	ENGLISH: Native
ACTIVITIES	Trail Sisters running club, Gardening
VOLUNTEER	Appalachian Wildlife Refuge
CITIZENSHIP	United States of America