

Alicia McConkey, PMP

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SUMMARY

Product strategist with 13+ years of experience across software and financial services, driven by an entrepreneurial spirit. I take complex AI capabilities and make them understandable and usable for teams, executives, and institutions that need practical results. Track record of launching products, leading cross-functional teams, and finding the gaps nobody else is looking for, all with the customer in mind.

EXPERIENCE

Sunward Federal Credit Union

Albuquerque, NM

Product Manager Jan. 2024 – Present

- Led end-to-end launch of a Bank On certified account, translating coalition certification requirements into a member-first product experience while owning cross-functional alignment across IT, retail, and marketing, and go-to-market execution.
- Built and launched IOLTA (Interest on Lawyers Trust Accounts) product from regulatory research through go-to-market execution, driving technical requirements, compliance configuration, and member-informed decisions on features and fee structure.
- Conduct ongoing competitive market intelligence across competitor promotions, product features, pricing, and rates; synthesize findings into executive-ready recommendations that inform product and lending portfolio strategy.
- Leading multi-vendor evaluation of digital investment platform capabilities, producing strategic framework used by C-suite to inform vendor selection and roadmap prioritization.
- Identified data integrity issues in existing competitive intelligence processes and independently built a more accurate workflow using S&P data and Claude; now leading cross-functional initiative to scale AI-powered competitive dashboards across the organization.

Great Minds in STEM

Pasadena, CA (Remote)

Program/Product Manager Jan. 2020 – Dec. 2023

- Shipped a cloud-based B2B mentorship platform in under 90 days in response to COVID disruption, scaling to 2,000+ users including students and Fortune 500 corporate partners.
- Owned full product lifecycle for a suite of web and mobile applications, leading a 10+ person cross-functional team across design, engineering, business development, and QA.
- Defined and tracked KPIs to measure product impact; drove a 250% increase in user participation and 80% improvement in student retention through data-informed product decisions.
- Managed executive and C-suite stakeholder relationships with Fortune 500 sponsors; led regular strategy sessions using SWOT analysis and data analytics to shape product roadmap.
- Developed positioning and messaging frameworks for platform offerings, translating complex program value into clear narratives for institutional partners and executive audiences.

Done Development

United States

Founder & Product Director Jan. 2012 – Dec. 2019

- Founded and operated a software product consultancy delivering custom web and mobile applications; advised C-suite stakeholders on product strategy, roadmap, and technology investment decisions.
- Delivered 15+ custom web and mobile applications at an average 25% lower cost than commercial alternatives, consistently meeting budget and timeline targets across complex client engagements.
- Developed brand identity, positioning, and go-to-market materials for diverse clients across multiple industries, establishing messaging frameworks used for ongoing marketing execution.
- Managed vendor relationships and led cross-functional coordination for in-person events serving 200–3,000 attendees, overseeing budget, logistics, and stakeholder communication.

SKILLS & CERTIFICATIONS

Core Competencies: Product Positioning & Messaging, Go-to-Market Strategy, Competitive & Market Intelligence, Executive Stakeholder Communication, Cross-Functional Leadership, Voice of the Customer, Product Lifecycle Management, Web and Mobile App Product Management

Domain Expertise: Credit Unions, Consumer Lending, AI Vendor Evaluation, AI Implementation Strategy, Conversational AI, SaaS, B2B/B2C Financial Services

Methodologies & Tools: Agile, Scrum, Kanban, SDLC, SWOT Analysis, UX/UI, Anthropic/OpenAI API, OpenAI/Anthropic Automation with Skills and Agents, Bolt.new, Supabase, Asana, Office 365, Adobe Creative Suite

EDUCATION & CERTIFICATIONS

Certifications: PMP – Project Management Institute (April 2023)

Southwest University of Visual Arts

BFA Graphic Design, Minor in Marketing & Advertising | Summa Cum Laude

Albuquerque, NM