

Faraday Rue Stitch

ruestitch@gmail.com | 512.983.4096 | [LinkedIn \(Rue Wilson\)](#) | [Professional Website](#)

- Strategic product leader with 10+ years of experience building product capacity within organizations, mentoring PMs and Designers, and delivering human-centered, mission-critical digital services across enterprise-scale, government, startup, and civic tech environments.
- Proven success launching and scaling 0→1 SaaS B2B2C platforms, modernizing civic technology, and driving \$50M+ in positive revenue impact while improving equity and usability.
- Partnered with federal agencies (USCIS, DoD), global enterprises (Apple, IBM), and nonprofits (Human Essentials, Casa) to modernize systems, strengthen capacity, and embed sustainable product practices.
- Recognized as a thought leader and subject matter expert who defines long-term vision, shapes domain strategy, builds alignment with diverse stakeholders, and mentors cross-functional teams to deliver products that advance transparency, fairness, and trust.

EXPERIENCE

USCIS Asylum (via Alpha Omega)

Feb 2024 - Present

Principal Technical Product Manager, Scheduling & Intake, Public Trust Clearance

Built and led an 8-person cross-functional team to modernize USCIS asylum scheduling, establishing a product analytics foundation, iterative development cycles, and strategic OKRs that improved transparency, data-driven decision-making, and service delivery for asylum seekers.

- Led agency-wide user research, developed long-term product vision, introduced a human-centered design system, and delivered 0→1 interview management platform with telemetry, systems integrations, and scalable architecture; drove 450% increase in adoption.
- Optimized asylum scheduling with resource allocation and case readiness algorithms, improving case handle time 32%.
- Automated workflows via APIs and cross-database integrations, reducing operational costs and saving 2,400+ staff hours annually.
- Delivered mission-critical services that fulfilled congressional mandates while making asylum access more timely and equitable, expanding case handling capacity 21% and improving backlog accuracy 8% in just 3 months.

Stitch Product Management

Jan 2023 - Feb 2024

Principal Technical Product Manager

Led product strategy and execution for B2C, B2B2C and B2G startups, establishing product functions and embedding Agile methodologies.

- **Nalej** (Edge Computing Platform) – Delivered platform modernization including a redesigned frontend, scalable data streaming, and enterprise-scaled cloud Jupyter collaboration with external data source, IoT, and developer tool integrations, securing \$49M contract renewal and increasing platform adoption 18%.
- **LabFinder** (Healthcare Booking Platform) – Launched integrated telehealth booking system with prior-authorization workflows, enabling 40% faster lab and radiology scheduling and expanding provider network by 25%.
- **Accrete AI** (AI Software Development) – Directed team of 5+ PMs to embed product best practices, achieve product-market fit, and launch multiple AI products, driving a 30% increase in enterprise client acquisition, 7-10 million in contract value, 20% faster time-to-market, and a 15% sales pipeline lift.

Denim Group (acq. by Coalfire)

May 2020 - Dec 2022

Group Product Manager

Scaled and led Product and Design teams, embedding Agile and discovery-driven practices to establish product-market fit, launch a human-centered design system, and scale architecture to introduce B2B2C SaaS products with full GTM enablement in highly-competitive market.

- Led product and design teams, embedding product discovery and iterative development to launch the 0→1 ThreadFix Container Security platform with API-first design and ATO certification, generating \$1.5M+ in new contracts.
- Accelerated time-to-market by 6 months through strategic industry engagement and integration roadmap coordination across 20+ vendor partners and enterprise clients.
- Transformed ThreadFix App Security from monolith to SaaS, championed and implemented design system to unify product verticals, and built developer-centric IDE integrations with platform feature parity, increasing enterprise renewals 15% and new client acquisition 20%.

Apple Inc.

Nov 2009 - May 2020

Senior Technical Product Manager, Apple Communication Platforms

Aug 2017 - May 2020

Accountable for Apple's largest enterprise collaboration transformation, blended market research, user empathy, and product rigor to introduce Apple's first integration platform, meeting quality, security, and regulatory requirements with org-wide alignment and adoption.

- Built and led 15-person global team, managed multiple concurrent Slack and Apple product roadmaps, delivered Slack and Apple product integrations (MFA biometric auth, Radar/ServiceNow, Calendar APIs) to 200k users in 6 months, exceeding adoption targets by 300%.
- Negotiated with Slack to align roadmap to Apple's compliance and security needs, accelerating large-enterprise scale deployment.
- Developed enterprise-grade bots, including DisclosureBot (boosting NDA compliance 3,000%) and HelpBot (reducing support escalations 15%), and integrated industry-leading tools to securely expand Apple's internal and external partner collaboration ecosystem.

Faraday Rue Stitch

ruestitch@gmail.com | 512.983.4096 | [LinkedIn \(Rue Wilson\)](#) | [Professional Website](#)

Apple Inc.

Technical Product & Program Manager, AppleCare iLog CRM

Sept 2014 - Aug 2017

Modernized AppleCare's CRM and support infrastructure, leveraging rigorous user research and clear product vision to deliver AI-driven efficiency gains and customer experience improvements.

- Directed global research, big data analytics, and cross-functional teams to deliver 0→1 CRM interface and strategic AppleCare infrastructure upgrades, introducing telemetry to inform enhancements and cutting \$4M in annual costs.
- Integrated NLP ML-powered search and implemented content tagging system for AppleCare knowledge base, improving search precision 38%, decreasing customer churn 10% across support channels, and reducing support handle time by an average 1.5 minutes per interaction.
- Developed consumer-facing solutions at scale including iPhone screen-only and mail-in repair logic that reduced repair times by an average 1.8 days and lowered partner fulfillment costs, contributing to \$9-12B+ YoY revenue growth and Apple's highest 98% CSAT.

Product & Program Manager, Apple Channel Support Programs

May 2010 - Sept 2014

Launched new enterprise-scaled platform and APIs supporting enterprise partners globally, enabling AppleCare for Enterprise and large-scale partner integration into Apple's business infrastructure.

- Launched AppleCare for Enterprise as a new B2B product vertical, delivering 0→1 three months ahead of schedule to enable IBM's new diagnostics platform with offline-capable mobile app and enterprise fleet support for the first time.
- Established QA function and testing protocols, and automated Global Service Exchange (GSX) user feedback with telemetry to drive product improvements, reducing development cycles 30%.
- Expanded and supported Apple's 5,000+ merchant partner ecosystem, improving GSX APIs for Apple Authorized Service Providers worldwide, cutting transaction errors 5.7% and lowering support volume 24%.

VOLUNTEERING

Ruby for Good – Human Essentials

Aug 2025 – Present

Principal Product Manager & Ruby Developer

Led product development of Human Essentials, an open source platform streamlining inventory and nation-wide distribution for donation banks supporting 2+ million item distributions per year.

- Championed product excellence by advising cross-functional teams on best practices and fostering a customer-centric culture.
- Partnered with nonprofits to define human-centered requirements, expand adoption, and strengthen organizational capacity to sustain equitable service delivery and embed long-term civic technology practices.
- Contributed code to introduce new and improve existing features, expanding operational capability for end users.

Ruby for Good – CASA (Court Appointed Special Advocate)

Sept 2025 – Present

Product Designer

Led interface design of CASA, a platform for the CASA national organization that cultivates and supervises volunteer advocates for children in foster care.

- Evaluated frontend design pattern, identified workflow gaps, and designed new UI to enable single-page workflows and to support greater visibility to volunteer participant and recipient case details.
- Shared product and design best practices and mentored contributors to modernize and scale CASA platform.

EDUCATION & CERTIFICATIONS

University of Wisconsin - Milwaukee | **Bachelors of Arts, Creative Writing**

Duke University | **Machine Learning for Product Managers**

Apple University | **SQL | Business Objects | Python**

Coursera | **AI Prompt Engineering | Product Management Strategy | Hypothesis-Driven Development**