

# Stitch Rue Wilson

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Splitting time between Austin, TX & New York, NY

- **Strategic senior product leader** who developed product sense and creative, collaborative problem solving with the sophistication and vision required to deliver exceptional results at Apple, and who brings a track record of **driving clarity, energy, and disciplined execution** in complex, high-impact environments.
- **Proven success scaling 0→1 enterprise SaaS products** into sustainable, high-growth businesses.
- **Delivered \$50M+ revenue impact** through platform modernization, CI/CD and Developer integrations, and new product launches at Apple, Coalfire, and USCIS, while saving millions in operational costs.
- **Built and led cross-functional teams of 20+ across the US, Europe, and Asia**, achieving 30% faster delivery timelines at Apple's scale while matching the agility of on-site teams.
- **Thrives at the intersection of strategy, empathy, and execution**, with end-to-end product ownership and a bias for action grounded in rigorous user insight.

## EXPERIENCE

### Alpha Omega

#### Senior Technical Product Manager (Scheduling) for USCIS Asylum (Public Trust Clearance)

Remote

Feb 2024 - Present

Built team of 8 and product analytics foundation in Databricks, enabling continuous product improvement with data-driven roadmaps, strategic OKRs/KPIs, and sustained product vision through administration transition; earned recognition from USCIS and AO executives.

- **Led user research and product discovery**, introducing new USCIS interview management system with org-wide integrations, easily-customizable, modern frontend, and enterprise-scalable backend, **driving 450% increase in platform adoption**.
- Developed resource allocation and case readiness algorithms to optimize scheduling, **reducing case handle time 32% for asylum seekers**.
- Reduced operational costs and automated error-prone workflows, **saving 2,400+ staff hours annually** by implementing APIs and database integrations across systems supporting previously disconnected departments.
- Implemented granular case attribute distinction handling across asylum portfolios, **expanding system capacity 21%**.
- Removed technical debt through backend restructuring and introduced **human-centered design system**, meeting congressional mandates to **reduce backlog by 8%** within 3-month deadline.

### Freelance – Nalej

#### Senior Technical Product Manager (contract)

Remote

Aug 2023 - Dec 2023

Established product function and Agile best practices, collaborated with Apogee Research and Senior DoD Leadership to deliver data science collaboration at DoD scale on **STITCHES** – System of Systems Technology Integration Tool Chain for Heterogeneous Electronic Systems

- 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% across trillions of dollars of systems**.

### Denim Group / Coalfire

#### Group Product & Design Team Manager

Remote

May 2020 - Dec 2022

Built and led product and design teams to establish product-market fit, launch a human-centered design system, modernize architecture to enterprise scale, and introduce new SaaS product verticals with full GTM enablement in a competitive market.

- Led product and design teams, embedded product discovery and delivery best practices to **introduce 0→1 ThreadFix Container Security platform** with end-to-end design, API-first implementation, and ATO marketplace certification, **generating \$1.5M+ in new contracts**.
- Transformed ThreadFix (legacy) from monolith to SaaS, redesigned frontend with new 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%**.
- **Accelerated time-to-market by 6 months** through strategic industry engagement and integration roadmap coordination across 20+ vendor partners and enterprise clients.

### Apple Inc.

#### Senior Technical Product Manager – Apple Communication Platforms

Nov 2009 - May 2020

Aug 2017 - May 2020

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

- **Built and led 15-person team to manage concurrent Slack and Apple product roadmaps**, delivering platform to 200k users with MFA biometric auth, Radar (ServiceNow), and Calendar API integrations; **exceeded adoption targets by 300%**.
- Led user research team to **evaluate user needs and assess product-market fit for platform selection**, and negotiated contract terms to align Slack's roadmap with Apple's compliance, security, and collaboration needs.
- Scaled Slack platform with enterprise-grade bots, including **DisclosureBot (3,000% boost in NDA compliance)** and **HelpBot** for onboarding, resulting in **15% fewer support escalations**.

## Apple Inc.

### Technical Product Manager – AppleCare iLog CRM

Sept 2014 - Aug 2017

Led modernization of AppleCare's CRM and support infrastructure, delivering measurable efficiency, AI enhancements, and customer experience improvements, **contributing to Apple's highest 98% CSAT**.

- Led user research, Big Data Analytics, overseas development teams, and cross-departmental delivery of new 0→1 CRM interface and business-critical enhancements to Apple's global transaction and support infrastructure, **reducing operational costs \$4M annually**.
- 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**.

### Program & Product Manager – Apple Channel Support Programs

May 2010 - Sept 2014

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

- **Launched AppleCare for Enterprise 0→1 with delivery 3 months ahead of schedule**, enabling IBM offline-capable mobile diagnostics and AppleCare support for enterprise device fleets for the first time.
- Implemented hybrid Agile/Waterfall processes with telemetry-driven user feedback automation, **accelerating development cycles 30%**.
- **Scaled 5,000+ merchant partner ecosystem**, managing partner relationships and enhancing Global Service Exchange APIs used by Apple Authorized Service Providers across the Americas, Canada and Europe, **cutting transaction errors by 5.7%** and support volume by 24%.

## EDUCATION & CERTIFICATIONS

### University of Wisconsin - Milwaukee

Bachelors of Arts - Creative Writing

- AI Prompt Engineering
- Machine Learning for Product Managers
- Product Management Strategy
- Hypothesis-Driven Development

## AWARDS & RECOGNITION

- **Alpha Omega – Heart Award for Client Relationship Management (2024)**: Achieved highest client performance and results feedback metrics across 1,000 employees.
- **Denim Group – SuperStar Award for Team Enablement (2020)**: Established and fully integrated product and development workflows and new Product team while meeting product delivery milestones.