

# Stitch Rue Wilson

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Transformative technical product leader with 16+ years of experience driving digital innovation across government, Fortune 500, and startup environments. Specialist in large-scale platform transitions, AI/ML product development and integration, and cross-functional team leadership that delivers measurable business outcomes. Proven track record of turning complex technical challenges into user-centric solutions that generate multimillion-dollar value while significantly enhancing adoption, satisfaction, and operational efficiency.

**Building a Product Org or on track to IPO? I've developed runbooks to get you there.**

## PROFESSIONAL EXPERIENCE

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### Alpha Omega

**Remote**

*Senior Technical Product Manager & Scheduling Team Manager*

*Feb 2024 - Present*

- Launched Global Scheduling team within 3 months using Agile methodologies, establishing strategic OKRs and KPIs aligned to USCIS goals while maintaining product vision continuity through administration changes, all of which earned recognition from both USCIS Global and IDEA business stakeholders
- Eliminated same-day scheduling errors and increased interview handling efficiency 8% through event-driven architecture, saving 2,400+ USCIS staff hours annually while accelerating processing for vulnerable populations
- Established enterprise product analytics framework, resulting in increased roadmap & design flexibility, accelerated decision-making, and requirements that better reflected user needs, adopted by Global cohort and leveraged in strategic USCIS operational decisions
- Unified fragmented business groups through strategic communication and cross-departmental program alignment, reducing integration development and delivery timeline from 12 months to 4 months (67% improvement)
- Through policy negotiation and strategic feature prioritization, expanded Global systems capacity by 21% for backlogged cases and centralized functionality from 8 external systems, reducing Asylum case handling time 32%, and increasing core system adoption 450%

### Nalej

**Remote**

*Director of Product Management (contract)*

*Aug 2023 - Dec 2023*

- Built Product Organization from scratch and implemented Agile development processes while modernizing large-scale ML data science collaboration environments supporting hundreds of concurrent Jupyter Notebook sessions
- Delivered frontend redesign for DoD STITCHES data science platform architecture and introduced market-competitive data streaming and elevated DoD shared services, resulting in 15% adoption increase and renewed \$49M contract for an additional 5 years
- Established data-driven prioritization framework for DoD projects, reducing feature delivery time by 22% while increasing operational security compliance by 15% across deployed environments

### Denim Group / Coalfire

**Remote**

*Group Product Manager & Product Design Team Manager*

*May 2020 - Dec 2022*

- Increased client retention 25% and reduced operating costs 28% YoY while shortening time-to-market by 6 months through industry stakeholder engagement and strategic alignment of ThreadFix and integration partner roadmaps
- Led ThreadFix UI/UX design system development with senior designers, delivering seamless user experience transition from on-premise monolith to scalable SaaS microservices, gaining 20% new clients and increasing Enterprise account renewals 15%
- Established product operating model with business-aligned KPIs, driving valuation improvement that facilitated acquisition
- Managed new ThreadFix 0 - enterprise scaled Container Security platform from implementation through ATO certification onto DoD software marketplace, increasing revenue 30%, securing \$1.5M contract, and boosting customer engagement 9% through optimized feedback channels

### Apple Inc.

**Nov 2010 - May 2020 Austin, TX**

*Senior Technical Product Manager - Apple Communication Platforms*

*Aug 2017 - May 2020*

- Spearheaded platform selection POC between industry leaders, producing comprehensive analysis based on usability testing and security metrics, selected Slack and negotiated Slack development scope within pricing structure—leading to Apple's largest communication transformation and contributing to Slack's post-adoption IPO
- Designed and deployed GTM strategy with delivery runbook and company-wide marketing package, exceeding adoption targets by 300% over six-month launch with 15% fewer support escalations while managing concurrent roadmaps for 200,000 global users
- Orchestrated 15-person cross-functional team through stakeholder interviews, training development, and launch readiness activities, successfully transitioning Apple from siloed communication to an enterprise-wide connected platform
- Developed AI-powered integrations including HelpBot – 20% reduction in training time during onboarding, Radar – full ticketing integration with Slack day 1, Calendar API – comprehensive Apple workflow enablement, and DisclosureBot (NDA) – 3,000% increase in NDA signing, while meeting GDPR compliance and corporate OKRs

*Senior Technical Product Manager - Apple Communication Platforms (cont.)*

Aug 2017 - May 2020

- Created user journey maps and operational workflows aligning Slack design with business unit goals, effectively navigating conflicting priorities through strategic negotiations with Apple and Slack executives
- Fostered collaboration across Apple's ecosystem through empathetic problem solving and visual storytelling, while partnering with Inclusion and Diversity groups to refine communication policies—increasing community event participation 28% globally through Slack platform integration

*Senior Technical Program & Product Manager – AppleCare iLog CRM*

Sep 2014 - Aug 2017

- Delivered iLog front/back-end redesign and backend services upgrade under \$500k budget, saving Apple \$4M YoY
- Implemented content restructuring with NLP-powered search using LLMs trained on support interactions, improving Knowledge Base search precision by 38% and reducing call handle time 1.5 minutes per interaction—saving approximately 125,000 agent hours annually across global support centers
- Established modern UI/UX guidelines across multiple AppleCare platforms and modernized AppleCare's 15-yr-old legacy CRM and primary customer service hub with full integration into Retail and AASP (Apple Authorized Service Provider) systems, achieving a 10% decrease in customer churn, 30% increase in internal user satisfaction, and 12% error reduction in case handling for millions of daily customer interactions worldwide
- Implemented a hybrid Agile/Waterfall process in compliance with business norms along with user feedback automation and telemetry, accelerating development cycles by 15%
- Transformed AppleCare's digital support experience through UX improvements and AI enhancements, directly contributing to Apple's highest ever 98% customer satisfaction scores during the critical iPhone X and Apple Watch Series 3 launch period

*Program & Product Manager – Global Service eXchange (GSX) API & SAP*

Nov 2010 - Sep 2014

- Led 0-1 GSX API development and SAP integration for new AppleCare Enterprise product with business and services integration through IBM, deploying 3 months ahead of aggressive 9-month schedule
- Developed UI/UX and API protocols for IBM's offline-capable mobile repair app to enable AppleCare for Enterprise services in Top Secret environments
- Created system diagrams and API schemas guiding 16 global teams through successful program delivery, reducing planning and coordination time by 2 months
- Managed enterprise relationships and enhanced support for over 5,000 business partners across the Americas, Canada, and Europe, improving partner reported satisfaction by 6% in first year
- Developed business analytics to track and support new AASP enablement as well as transaction volume between AASPs and Apple, implemented GSX API, EDI and SAP enhancements to meet increasing transactional demand, reducing errors 5.7% while reducing support calls 24%

## SKILLS & EXPERTISE

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- **Product Leadership:** Lean Agile Product Development, Product Strategy, Agile Transformation, Program & Portfolio Management, Digital Transformation, Solution Architecture
- **Technical Expertise:** AI & ML Product Management, SaaS & Cloud Transformation, User Experience Design, IT Solicitation & Selection
- **Technical Tools:** SQL & Python, Machine Learning Product Management, AI Prompt Engineering
- **Compliance & Security:** Cybersecurity, GDPR, HIPAA Compliance, Public Trust Clearance
- **Platform Proficiency:**
  - **Collaboration:** Mural, Figma, Confluence, Omnigraffle, Slack, Teams, ClickUp
  - **Development:** GitHub, Jira, Virtual Studio Code, Storybook, Cursor
  - **Analysis:** Tableau, Databricks, Splunk, Matomo, Google Analytics

## AWARDS & RECOGNITION

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- **Denim Group – SuperStar Award for Team Enablement 2020:** established and fully integrated product and development workflows while meeting product delivery milestones
- **Alpha Omega – Heart Award for Excellence in Client Relationship Management 2024:** achieved highest client performance and results feedback metrics across 1,000 employees

## EDUCATION

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University of Wisconsin - Milwaukee

May, 2007

Bachelors of Arts - Creative Writing