

# Camellia George

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## PRODUCT LEADER

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I am a highly experienced product manager, operating at both a strategic level and hands-on with product and engineering teams. Disciplined and market-focused, I bring deep consumer finance expertise (both B2C and B2B) with special focus on payments, user experience and forging interoperability between disparate systems to enable disruptive innovation.

Driving all this is my desire to humanize complex and business-critical technologies in financial services.

- Successfully leading innovative and market-changing product teams for startups and growth businesses
  - User-centered product management, discovery, design, go-to-market, customer/partner operations
  - Fluent in modern software stack (particularly native mobile, microservices, cloud-operated platforms)
  - Professionalizing growing product teams and establishing process without losing delivery mindset
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## PROFESSIONAL EXPERIENCE

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**Ninth Wave, New York, NY**

**2019 - present**

**Director, Product & Strategic Partnerships**

Leading product and go-to-market of NW's fintech connectivity platform which enables banks and other FIs to provide secure, customer-permissioned access to a range of financial applications and services.

- Owning and driving the customer-centric ecosystem including authentication, data permissioning and authorization; API monitoring and management product suites
- Created a marketplace of financial services applications; developing and owning the relationships with fintechs and designed the APIs, user experience and commercial model; debuted at Finovate 2019
- Developed high impact product sales material, demonstrated Ninth Wave's capabilities for critical engagements and managed ongoing client and partner relationships; leading NW's presence on technical working groups of the Financial Data Exchange industry consortium

**Hook & Loop, Infor, New York, NY**

**2017 - 2018**

**Director, Mobile Product Strategy & Experience**

Led Infor's mobility initiative. Responsible for all product squads, user experience and market strategies of new mobile app development and web-app modernization for finance, retail, HCM and CRM platforms.

- Led a team of 10 product managers, designers, and user researchers; managed key customer relationships and customer-beta programs
- Delivered modern workflows and native mobile experiences across highly-configured enterprise products via new API design and creation of cross-platform services (identity, notifications, deep-linking and navigation) which enabled accelerated market release and improved customer satisfaction
- Defined customer-centric product KPIs, created analytics plans, authored event-tracking and tooling specifications, fundamentally changing how the team's contribution and value were measured

**Venmo, a PayPal company, New York, NY****2015 – 2016****Head of Product — P2P, Commerce & Ops Product Lines**

Led product management, design and user research teams for peer-to-peer, commerce, and risk/support product lines. Scaling technical and operational efficiency via integration with PayPal systems.

- 150%+ YOY increase in peer-to-peer quarterly volume (\$1.6B Q2 2015 to \$4B in Q2 2016) while maintaining Venmo's preferential funding mix by mining our social graph to surface pro-social users
- Nearly doubled MAUs (10 million in Q2 2016) through growth oriented features, eg: Venmo Groups and continued focus on stickiness of Venmo's user experience
- Launched Pay with Venmo (ecommerce check-out), the company's first commercial product and defined the roadmap to profitability through product monetization. I personally managed go-to-market, partner relationships, risk management and payments compliance.
- Led alignment with Venmo engineering, operations and Braintree/PayPal strategic architecture teams
- Guided Venmo's progress in regulatory compliance: (KYC, AML, Reg-E, UDAAP, OFAC, CFPB, & others)
- Grew team from 9 to 15 and hiring key leads; improved team's goal-setting and prioritization processes

**Fab.com, New York, NY****2014****Senior Director, User Experience**

Led product design for Fab.com, Hem.com, iOS/Android apps, email and notifications, and biz ops products (merchandising, supply chain and creative services tools)

- Launched web and mobile properties for new private-label furniture business, including online customization tools; go-live in 4 months to 40 European and North American markets
- Deputy to SVP of Product; collaborating directly with cross-functional leadership; managed a distributed team of 10 UX, UI and graphics designers in NYC, Europe and India
- Defined functionality, roadmap and design of purpose-built merchandising CMS for responsive web

**WaPoLabs, The Washington Post Company, Washington, DC****2011 – 2014****Manager, User Experience**

Led design of five personalized news product-lines on web, mobile and interactive TV.

**R/GA, Plausible Labs & others, San Francisco, CA****2007 – 2011****User Experience Designer**

Designed native mobile and web experiences for ComiXology, Wordnik, and Hewlett Packard.

**People and Practices Research Lab, Intel, Beaverton, OR****2008**

Identified and conveyed key opportunities of digital money adoption to executive stakeholders; prototyping mobile money experiences.

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**EDUCATION & TRAINING**

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**Strategic Management: Competitive & Corporate Strategy** Wharton Professional Education (2018)

**Masters**, California College of the Arts (2009)

**Bachelors**, Carnegie Mellon University (2003)