

# COLLIN LAWRENCE

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## EXPERIENCE

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### **CO-FOUNDER & HEAD OF PRODUCT, Oshin Digital, LLC** (Salt Lake City, UT) **10/22 – Present**

*Disruptive Startup Changing the Face of Web Development*

- Developed and executed highly successful product strategy aligned with Oshin Digital's mission and tripled market share in less than twelve months
- Designed and implemented 12 product enhancements which increased customer satisfaction by 65%
- Championed successful product launches for 30+ enhancement releases and increased customer acquisition by 50% in the last 12 months

### **PRODUCT MANAGER, SS&C Advent Black Diamond** (Jacksonville, FL) **3/22 – 2/24**

*Award-Winning Wealth Analytics Platform Reporting on \$2.2 Trillion in Assets*

- Owned and directed massive-scale multi-business product integration which boosted end-user productivity by over 700% and also launched us as a competitor in a completely new market segment
- Led product team of six engineers and implemented enhanced agile methodologies including daily standups and regular-interval sprints saving over 200 hours per year and \$67,000 in lost productivity
- Pared down backlog by 50% to enable rapid development of critical products
- Implemented usage analytics to quantify relevance of legacy platform components and remove them as needed to materially reduce ongoing support and development costs by 20%

### **SOLUTIONS CONSULTANT, Addepar** (Salt Lake City, UT) **9/19 – 3/22**

*Industry-Leading Wealth Analytics Platform Reporting on Over \$3 Trillion in Assets*

- Successfully preserved millions in ARR through strategic planning, analysis, and development of usage metrics early warning system
- Used expert platform knowledge and high EQ skills to prevent churn and upsell clients
- Served as trusted resource to de-risk projects and increase client value recognition through product demonstration, technical consultation and relationship building
- Revolutionized engagement model between account management and services in less than 24 hours
- Deployed and implemented client environments using deep wealth management industry knowledge to ensure clients recognized maximal value from Addepar
- Leveraged high EQ to integrate and coordinate several independent teams to achieve client success

### **CLIENT ADVISORY ANALYST, Tolleson Wealth Management** (Dallas, TX) **10/17 – 9/19**

*Full Service, Award-Winning Multi-Family Office with Over \$6B AUM*

- Utilized financial technology to communicate complex topics to clients, create workflow efficiencies, streamline reporting projects and develop actionable solutions to a variety of client issues
- Leveraged emotional intelligence and financial advisory skills to build strong relationships with clients and effectively integrate five independent departments to achieve superior results in serving client needs
- Consulted with EVP of Tolleson Private Bank on strategic issues and developed custom interest-rate product using Excel modeling and finance acumen

### **CONSULTING ASSOCIATE, Moss Adams, LLP** (Dallas, TX) **8/16 – 10/17**

*Largest Public Accounting & Consulting Firm Headquartered in Western U.S.*

- Utilizing critical thinking, Excel modeling and analytical skills, delivered self-managed projects to successfully increase client profitability
- Executed restructuring projects and developed creative solutions to minimize client losses
- Used business acumen to independently solve critical issues facing firms in a variety of industries

## **EDUCATION**

BRIGHAM YOUNG UNIVERSITY, Provo, UT – Graduated 2016

**Bachelor's Degree: Emphasis in Business Management**

## **ADDITIONAL SKILLS AND INTERESTS**

- **Other Skills & Achievements:** Agile Project Management, React, Javascript, Jira, SQL, HTML, CSS, Tailwind, Gatsby, GraphQL, Confluence, Looker, GitHub, Figma, Adobe Creative Suite, Eagle Scout