

Kirsten Evans

Product Manager

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Product Manager with extensive experience leading strategy and execution for cloud management platforms and data-driven solutions. Expertly drives AI optimization initiatives, enhancing data-cloud workload efficiency and delivering significant improvements in cost, visibility, and automated governance. Proven leader in full product lifecycle management, partnering cross-functionally to launch critical features and support successful go-to-market strategies. Consistently delivers high-impact products, including machine learning-driven fraud detection systems, optimizing performance and driving user engagement.

CORE EXPERTISE

Product Strategy & Roadmapping ◊ End-to-End Product Lifecycle Management ◊ Data Platform & Cloud Products ◊ AI/ML Product Development ◊ Product Analytics & Data-Driven Decision Making ◊ Agile/Scrum Product Ownership ◊ Backlog Management & Prioritization ◊ Cross-Functional Leadership ◊ Enterprise SaaS & B2B Platforms ◊ Go-to-Market (GTM) Strategy & Sales Enablement ◊ Stakeholder Management & Executive Communication ◊ Observability, Performance & Cost Optimization ◊ Experimentation & Feature Validation

PROFESSIONAL EXPERIENCE

Capital One | Remote

April 2021 — Present

Product Manager (Slingshot)

- Own product strategy and execution for Slingshot, B2B cloud management platform enabling enterprise customers to optimize data-cloud workloads through cost efficiency, visibility, and automated governance.
- Led Databricks expansion initiatives, coordinating delivery across three engineering teams and launching two weeks ahead of schedule.
- Partnered with Sales and Customer Success to support GTM efforts, including leading product demos, managing design partner feedback loops, and presenting at 2025 Data + AI Summit.
- Drove AI optimization initiatives to improve infrastructure efficiency, with projected gains of up to 50% in query runtime performance.
- Restored critical Snowflake Cost Alerts, driving increase in engagement from 2.1% to 9.4% of sessions and nearly doubling tenant interaction (24% to 45%).
- Delivered Internal Viewer, exceeding commitments by 25% and boosting CSM/support efficiency 5x by enabling full customer environment visibility for robust conversations.
- Managed full product lifecycle, including feature scoping, backlog prioritization, cross-functional delivery, and launch enablement.

Product Manager (Data Management Platform)

- Owned dataset registration experience for internal data management publishing platform, leading development of features for data producers and consumers.
- Led full product experience redesign that reduced user friction and introduced new dataset metadata management capabilities; earned promotion within 16 months based on this achievement.

- Scoped and prioritized features to drive delivery across three engineering teams.
- Partnered with Engineering, Design, Research, Legal/Privacy, and other business units to define and execute product roadmap.
- Analyzed and reported monthly product and business metrics to senior leadership to track performance and inform decisions.

Navy Federal Credit Union | Vienna, VA

March 2016 — April 2021

Project Manager II

- Led delivery of machine learning-driven fraud detection system enabling real-time decisioning (pend/decline) for applications and money movement.
- Managed end-to-end delivery plans, adapting scope, priorities, and timelines based on evolving business needs, new inputs, and budget considerations.
- Partnered cross-functionally with internal teams, vendors, and leadership to ensure alignment, mitigate risks, and keep deliverables on track.
- Supported Security Operations leadership with ad hoc initiatives, including developing proposals and executive-level presentations for future programs.

Product Owner

- Owned mobile app product initiatives, driving successful delivery of credit card and security features while aligning roadmap priorities with member needs and business goals.
- Led agile product team end-to-end, managed backlog, defined epics and acceptance criteria, ensured release quality, and removed delivery blockers.
- Defined requirements for backend services and partnered cross-functionally to enable seamless mobile app integrations and enhancements.
- Collaborated with Member Research team to analyze qualitative and quantitative insights and translate findings into product improvements.
- Maintained internal product documentation and release updates to support operational readiness and consistent employee experience.

ADDITIONAL EXPERIENCE

Navy Federal Credit Union | Staff Assistant III

Navy Federal Credit Union | Staff Assistant II

EDUCATION & CERTIFICATIONS

The Pennsylvania State University - B.S, Kinesiology

SAFe POPM Certification

Certified Scrum Master

Certified Scrum Product Owner