

JESSICA HALEY

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PROFESSIONAL SUMMARY

Product management leader with 15+ years in educational technology, specializing in learner-centered product development and outcome-driven iteration within academically regulated environments. Skilled at moving from ambiguous problem spaces to testable hypotheses — defining clear problem statements, triangulating qualitative and quantitative signal, and structuring cross-functional teams around measurable learner outcomes. Known for de-risking product decisions through structured discovery and iterative validation, and for treating launch as the beginning of an improvement cycle, not the end of a project. Adept at influencing without authority across Academic, Learning Design, Engineering, and UX stakeholders to deliver scalable, evidence-based product improvements.

CORE COMPETENCIES

Product Strategy & Roadmap Leadership | Problem Space Definition & Hypothesis Framing | Outcome-Based Planning | Discovery & User Research (Qual + Quant) | De-Risking & Iterative Validation | Cross-Functional Initiative Leadership | Learner Engagement & Completion Metrics | Assessment Strategy | Stakeholder Influence & Tradeoff Management | OKR Development | Agile / Scrum | Human-Centered Design | AI-Augmented Product Workflows | PMP · CSM · Six Sigma Black Belt

PROFESSIONAL EXPERIENCE

Product Consultant & Advisory Board Member | **Gnosis AI** (Remote) *April 2025 – Present*

Advisory Board Member and LX Strategy Consultant for getgnosis.ai, a K-12 edtech startup building an agentic AI tutor that goes beyond adaptive difficulty to infer individual metacognitive patterns, enabling predictive, dynamically personalized learning interventions; contributing to MVP scoping, leading hypothesis prioritization, and roadmap sequencing with current focus on predictive pattern/ adaptive metacognition in standardized test prep and planned K-12 expansion.

Applying AI-augmented product workflows — from competitive landscape analysis to rapid prototyping — to accelerate discovery cycles and de-risk early product bets before committing development resources in a crowded, fast-moving market.

Curriculum Program Manager | **Coursera** (Remote) *June 2025 – January 2026*

Led initiative to identify, prototype, and operationalize AI-enabled tools to improve quality, consistency, and development timelines of digital learning products; partnered with Legal, Privacy, and InfoSec to ensure responsible deployment under evolving enterprise AI governance standards and proactively mitigate downstream risk.

Managed enterprise course development for Microsoft content portfolios on Coursera's platform — leading cross-functional teams and vendors through the full program lifecycle and delivering 1,850+ assets through Agile intake, sprint planning, and rigorous stakeholder and budget management.

Western Governors University — Salt Lake City, UT (Remote)

Product Operations Manager, Design & Development *Oct 2023 – Jul 2024*

Orchestrated new product development across the university program portfolio, managing a \$15M budget with 90% on-time delivery across 18+ concurrent projects and eight

development teams — using OKR alignment and data-driven prioritization to navigate competing stakeholder demands.

Drove 26% efficiency improvement and 30% reduction in time-to-market in nine months by diagnosing systemic bottlenecks through process analysis, piloting framework solutions before full rollout, and validating results before scaling.

Led a research-informed, outcome-driven initiative to revise 50,000+ e-learning modules, achieving a rolling 20% average increase in learner knowledge retention within six months — using pulse survey and behavioral data to guide prioritization and measure impact.

Senior Manager, PMO Program Development *Aug 2022 – Sep 2023*

Owned roadmap strategy, execution, and measurement of professional development programming for WGU's project management org; expanded role progression definitions across 40+ PMs to enable structured career growth and more precise resource planning.

Identified a root-cause resource visibility gap; designed, piloted, and scaled a capacity planning tool that achieved 25% utilization improvement — validating the solution in a single team before org-wide rollout.

Designed a competency training program yielding 90% certification achievement and 20% timeline reduction; de-risked deployment by running a structured pilot, measuring outcomes, and iterating before full launch.

Lead Product Owner, College of Business *Oct 2019 – Aug 2022*

Led end-to-end product development of WGU's first micro-credential program — starting from a blank problem space, conducting qual and quant user research to define the problem statement, then moving through iterative prototyping, stakeholder alignment, launch, and post-launch evaluation to reach 10,000+ students with 92% satisfaction in year one.

Applied a good→better→best iteration model: defined measurable targets per cycle, monitored learner engagement, progression, and completion metrics as leading indicators, and drove continuous improvement, yielding a 5% reduction in completion time, 3% increase in pass rates, and 8% enrollment growth — treating each release as a hypothesis to validate, not a project to close.

Partnered with Academic and Learning Design teams to align course revisions with instructional rigor and accreditation standards; collaborated with Engineering and UX to implement scalable assessment and progression guardrails, ensuring product velocity never outpaced educational integrity.

Managed competing stakeholder demands by leading with data: framing every tradeoff decision around learner outcome metrics and OKR alignment rather than opinion or seniority.

Senior Project Manager, Academic Programs *Mar 2014 – Sep 2019*

Managed complex academic program development across a matrixed org, facilitating cross-functional alignment among faculty, instructional designers, curriculum developers, and technology teams through structured decision forums and outcome-focused planning.

Project Manager, Enterprise Strategy | **Dell, Inc.** *Nashville, TN Aug 2010 – Feb 2014*

Managed technology portfolio for 15 corporate enterprise accounts with \$25M+ revenue, achieving 125% of targets through strategic solution design and stakeholder relationship management.

CERTIFICATIONS & TRAINING

Project Management Professional (PMP), PMI | Certified Scrum Master (CSM) | Certified Six Sigma Black Belt | PROSCI Change Management | Generative AI for Leaders, Vanderbilt University

EDUCATION

MBA, Digital Product Management — Western Governors University

MA, Literary Studies — Georgia State University

BA, English — Middle Tennessee State University

SELECTED PUBLICATIONS & PRESENTATIONS

“The Invisible Learner Problem: What AI Needs to Solve in EdTech” — LinkedIn, February 2026
| [linkedin.com/pulse/invisible-learner-problem](https://www.linkedin.com/pulse/invisible-learner-problem)

“The Real Costs of Defunding Higher Education” — The Gravestone, Substack, June 2025 |
thegravestone.substack.com

Lean in to Gain More: Moving Your Traditional PMO Toward an Agile Environment — Music City Agile 2023, Nashville, TN.

Modern Magicians: Embracing the Impossible in Project Management — Owl Summit 2021, Park City, UT.

Empathetic Leadership: Developing Authentic Connections for Strong Teams — Women in Higher Education TN 2019, Murfreesboro, TN.