



Alek Jordan Darr

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– Professional Experience –

Abrigo **Aug. 2020 – Present**

Raleigh, North Carolina

Sr Product Mgr, Third-Party Integr. (June 2025 – Present)

Product Mgr II, Third-Party Integr. (May 2024 – June 2025)

→ Spearhead the development of key Third-Party Integrations within Abrigo's Lending & Credit product portfolio, overseeing API integrations and intricate data mapping.

→ Lead cross-functional collaboration, eliciting requirements, designing innovative solutions, and driving Agile development that significantly elevated user-friendliness and visibility.

→ Conduct extensive market research and user testing to drive informed product decisions and enhancements, leveraging data-driven analysis and A/B testing.

→ Define and track key performance indicators (KPIs) to measure the effectiveness of growth initiatives, iterating based on insights and learnings.

→ Lead the ideation, prioritization, and execution of growth experiments, including onboarding flows, referral programs, pricing strategies, and feature optimizations.

Product Mgr, Third-Party Integr. (Jan 2023 – May 2024)

→ Oversaw API integrations and intricate data mapping, enhancing the Third-Party Integrations page to elevate user-friendliness and visibility, resulting in significant revenue growth.

→ Coordinated with cross-functional teams to elicit requirements, design innovative solutions, and lead the development and launch phases.

Senior Product Support Analyst (May 2022 – Jan 2023)

→ Maintained subject matter expertise in Lending and Credit software solutions, with proficiency in all Sageworks pillars: Lending, Credit, Risk, Reporting, Data Integration, and third-party integrations.

→ Created and conducted Salesforce reporting to analyze case driver trends, identifying several opportunities for product improvements which have since been resolved.

→ Exceeded expectations as a member of the Support team with the following achievements:

- Led Support team in Case Assists, exceeding team average by 4X.
- Top qualitative performer, yielding the most perfect survey responses by 121% above team average.
- Lead quantitative performer, outpacing the team average in cases claimed by over 70%.

Product Support Analyst II (Oct 2021 – May 2022)

Product Support Analyst (Aug 2020 – Oct 2021)

www.linkedin.com/in/alekdarr

www.alekdarr.com

– Formal Education –

Bowling Green State University

Bachelor of Science in Business Administration

Graduated Cum Laude May 2016

Specialization: International Business

Specialization: Management

Cumulative GPA: 3.62

Semester at Sea

Academic Partner: University of Virginia

Spring 2015 – A Voyage Around the World

Area of Study: International Business and Marketing

– Skills/Proficiencies –

+Data-driven analysis and A/B testing

+Cross-functional team collaboration

+Analytics tools (Google Analytics, Pendo)

+Web design/development (WordPress, HTML/CSS)

+API Strategy and Integration

+Product Strategy and Roadmap Development

+SQL and database management

+CRM Software (Salesforce)

+Agile methodologies (JIRA/Confluence)

– Activities & Achievements –

Abrigo Powerhouse Performer Recipient – Q3 '22, Q1 '22

Abrigo Powerhouse Performer Nominee – Q2 '22, Q3 '21

Launched prototype fitness subscription service (EZWorkoutPlans.com) – February 2020

Pragmatic Institute: Foundations, Focus, Build, and Price Certified – October 2019

GiveBackHack Columbus Winners – April 2019

Personal/Professional Coaching with Jay Clouse (jayclouse.com) – Fall/Winter 2017

Secretary and Vice President of Delta Tau Chapter of Delta Tau Delta Fraternity – Fall 2015

Target Scholarship Recipient – Spring 2015

Delta Tau Delta Kershner Scholar – Fall 2014

Target Group Project Competition Champions – Fall 2014

Faculty-nominated BGSU LeaderShape Institute participant – Spring 2013

Dean's List – Fall 2012, Spring 2013, Fall 2013, Fall 2014, Spring 2015, and Spring 2016

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