



Cory Nitschelm

Experienced Digital Product Leader

Ten years building digital products across the US, Hong Kong and Thailand — spanning insurance, supply chain and consumer security. I hire and grow regional product teams in Southeast Asia, and ship products people actually use.

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SKILLS

Agile Methodology
Digital Transformation
Product Management
Team Management
Stakeholder Management
IT Budgeting
Solutioning Workshops
Design Thinking
User Experience
Digital Strategy
Organizational Leadership

WORK EXPERIENCE

Assistant Vice President - Digital Product

LMG Insurance

11/2020 - 06/2022

Bangkok, Thailand

LMG Insurance is a subsidiary of Liberty Mutual Insurance that handles the company's Thailand business.

- Senior product executive responsible for hiring and building out the Southeast Asia IT Product team.
- Continuously manage and evaluate regional resources to maximize effectiveness and maintain low cost.
- Develop and maintain a strong collaborative spirit between local and global teams to ensure product deliveries are in alignment with the organization's overall strategies and vision.
- Active consultant and innovation collaborator working with strategic partners regarding greenfield technology project initiatives and new partnerships throughout Southeast Asia.
- Upskill and train team in Agile and Product Management fundamentals.
- Directly responsible for certain key projects throughout the region, including building a regional API platform that allows third parties to integrate with the company's services with no custom code.

Digital Product Manager

Network Guard

06/2020 - 11/2020

Hong Kong

Network Guard is responsible for creating and developing one of the leading consumer VPN services used around the world.

- Managed the iOS & Mac applications & cross-platform conversion strategy for a well-known consumer VPN application.
- Owned and drove sprints to ensure continuous delivery of value to consumer.
- Advised the organization on how to improve Agile practices and implemented changes on the iOS team that improved visibility and ease-of-work for the team and its stakeholders.
- Identified opportunities to improve customer conversion from free trial to paid using tools such as Firebase, Google Analytics, and Miro. Created actionable stories and efforts to improve the funnel that were prioritized with various Scrum teams.
- Collaborated with other Product Managers to ensure cross-platform consistency.
- Researched customer needs to craft vision for the next generation of device security software.
- Provided key feedback for a design system and brand overhaul in process during my tenure.

Digital Product Manager

Li & Fung (Trading) Limited

11/2019 - 05/2020

Hong Kong

Li & Fung Limited is a Hong Kong-based supply chain management company that handles all aspects of the global fashion supply chain.

- Managed the roadmap of a fashion research product leveraging big data, artificial intelligence, and machine learning to predict upcoming trends.
- One of four Product Managers reporting to the Head of Product in the Digital Solutions department.
- Conducted interviews with target users to understand their existing processes and pain points.
- Investigated competitor products to understand which features are critical to product success.
- Administered discovery and solutioning workshops with the Chief Digital Officer and his direct reports to align on product strategy.

AWARDS

Ignite Innovation Hackathon - Top 10 (10/2017)

Liberty Mutual Insurance

- Created BetterTrack - a mobile app meant to reduce instances of texting and driving.
- Approx. 65 teams participated.

Ignite Innovation Hackathon - Runner Up (10/2016)

Liberty Mutual Insurance

- Created Trampoline - a peer-to-peer lending platform.
- Approx. 60 teams participated.

UNH Data Jam - Runner Up (02/2016)

University of New Hampshire & Liberty Mutual Insurance

- Used Power BI and Excel to create business insights from a data set.
- Approx. 20 teams participated.

CERTIFICATES

Professional Scrum Product Owner [Verify](#)

Received October, 2019

PERSONAL PROJECTS

Coupler (2017 - 2019)

- Started a company that designed, developed, and released an app on iOS and Android that helped couples find other couples that shared their interests.

MY TOOLBOX

Claude

Miro

Figma

Abstract

Firebase

Google Analytics

Trello

Jira

Confluence

Airtable

Notion

Mural

WORK EXPERIENCE

Digital Product Manager

Liberty International Insurance Limited

07/2018 - 10/2019

Hong Kong

Liberty International Insurance Limited is a subsidiary of Liberty Mutual Insurance that handles the company's Hong Kong business.

- Managed a team of four FTEs and 15+ contractors located around the world. The team was split into individual cross-functional Scrum teams, each focused on 1 or more products.
- Launched a modernized version of the company's mobile app using React Native. Included an overhauled UI/UX, new features, and improved performance. This resulted in 20% increased usage of the claims feature, a positive response from stakeholders, and a 99% decrease in crashes across iOS/Android platforms. [App Store](#)
- Led a project to roll out the company's mobile app to the Thailand operation. Conducted user interviews with locals to determine MVP and determine changes needed to fit the local market. Engaged stakeholders throughout the business to ensure agreement on MVP.
- Launched a flexible multi-country Payment Platform using cloud-native technology allowing consumers, brokers, and internal staff to process payments online. Its launch eliminated multiple manual processes and enhanced PCI compliance considerably.
- Launched an Angular web app that allows users to submit claims for policies without needing to create an account. Determined need for claim submission portal by considering the user pain points. Leveraged existing services to expedite the development. [EasyClaim](#)
- Responsible for a project to re-design and re-engineer the company's website in both HK and SG using Drupal as a CMS. Tracked and directed the timeline while balancing business needs and managing expectations for MVP. Was the key decisionmaker for a Discovery and Framing workshop attended by representatives throughout the business. [Site](#)
- Launched a tool for SMEs and brokers to get a quick quote for group health insurance that enabled self-service, improving the customer experience and reducing internal manual effort. The tool was the subject of a key broker presentation by the sales department. [EasyCare](#)

IT Project Manager

Liberty International Insurance Limited

01/2018 - 07/2018

Hong Kong

- Transformed the company's IT operation into an Agile SDLC approach. These changes resulted in the retiring of an outdated ticketing system and wide adoption of the Jira platform. Sprint Plannings and less frequent ad-hoc deploys improved business visibility into issues and the velocity of the IT team.
- Led the initial and intermediate stages of the operation's migration to the cloud leveraging AWS. Handled defining move groups, on-prem server platform upgrades to reduce change during the execution of migration, and engagement with vendors for core systems that needed updates.
- Launched an internal portal using Outsystems that allowed users to manage an inventory of doctors that are shown on the company's mobile application. Conducted user training and facilitated the launch, adoption, and continuous improvement of the portal.
- Assisted with the build and launch of a digital web-based platform that sells individual medical insurance in HK. Acted as the point of contact for the Ireland-based Scrum team tasked with building the tool. Drove forward development by removing organizational and cultural impediments and determining MVP features. [Individual Medical](#)
- Assisted in the solution definition, build, and launch of an app meant to disrupt the individual life insurance market in HK. The app was built by Liberty Mutual's innovation arm (Solaria Labs) and I acted as the point of contact in HK to assist with integration into existing processes and systems. [Simplify](#)
- Launched a new online travel insurance platform that resulted in a 900% increase in sales over the previous version in the first three months after launch compared to the same time the previous year. The project took approx. 3 months from inception to deployment.
- Assisted with the launch of a platform in SG that sells critical illness insurance directly to the consumer. This platform was originally built by a team in Ireland and I was the point of contact in APAC who assisted with requirements and stakeholder engagement. Worked closely with Singapore stakeholders to ensure both user and business needs were met. Facilitated transferring product and technical ownership to APAC. [CancerCareSecure](#)

LANGUAGES

English
Native

INTERESTS

Technology iOS Android

Futurism Agile/Scrum SDLC

Data Visualization

UI/UX Design Skiing

Hiking Virtual Reality

VOLUNTEER EXPERIENCE

Chair of Volunteering Share Our Strength | No Kid Hungry Site ↗

10/2016 - 01/2018

Portsmouth, NH, USA

Share Our Strength's mission is to end hunger and poverty in the U.S. and abroad.

- Was responsible for soliciting and coordinating over 125 volunteers to perform specific job functions at an annual charity event that raises over \$100,000 USD/year.
- Revamped the process for soliciting volunteers by improving the user experience of sign-up and communications.

President Not Too Sharp

01/2014 - 05/2016

Durham, NH, USA

Not Too Sharp is an all-male a cappella group from the University of New Hampshire in Durham, NH.

- Coordinated over 250 hours of combined community service hours.
- Volunteering included pro bono teaching at local schools, as well as volunteering time at philanthropic events around New Hampshire.
- Donated a portion of revenue to the American Cancer Society.

WORK EXPERIENCE

Systems/User Interface Lead

Liberty Mutual Insurance

04/2017 - 01/2018

Portsmouth, NH, USA

Liberty Mutual Insurance is a Boston-based insurance company. It ranks 71st on the Fortune 100 list of largest corporations in the United States based on 2020 revenue.

- Led the design and front-end development of a web app built in Angular for the Liberty Mutual Employer Benefits business in the USA from the inception to the conclusion of the project.
- Worked with Scrum Master to define user stories and ensure execution of front-end code and UI/UX design was sufficient in quality for a release.
- Designed wireframes and mockups for review by the Product Owner to ensure the development of UI would not require rework.
- Conducted user interviews and user testing on designs to ensure that the application would be effective and easy to use.
- Conducted regular update meetings to Liberty Mutual Employer Benefits leaders on the progress of the project.
- Presented results of the initiative to the group CIO and received positive feedback on the application design and the execution of the project.

Process Analyst

Liberty Mutual Insurance

07/2016 - 04/2017

Dover, NH, USA

- Worked on the business team of a newly-formed 150-person department meant to break into a new segment of the market in the Employer Benefits space. Reported to the Director of Integration and was responsible for ensuring efficient communication between the IT and business teams.
- Revamped how business and IT used Jira and Jira Service Desk to log, track, and deliver tickets.
- Implemented release notes process that enhanced the relationship between IT and Business by improving release transparency.
- Assisted the business with establishing norms in intra-departmental interaction.
- Created a document management matrix that mapped SharePoint sites and documented the location of files.
- Created a time tracking workbook using Jive and Excel that collected, parsed, and analyzed data on customer service and time spent on underwriting.
- Advised IT on implementation of Scaled Agile Framework (SAFe) methodology and attended PI planning events.
- Interacted regularly with senior leadership within the business unit and updated them on the progress of initiatives.

Digital Strategy Analyst Intern

Liberty Mutual Insurance

05/2015 - 07/2016

Dover, NH, USA

- Team member of the Employer Reporting team of Liberty Mutual Benefits Technology within Commercial Insurance.
- Managed the team's SharePoint site to align it with business needs.
- Created automated reports to deliver to external clients.
- Assisted and advised the working group with their daily operations and sprints.

EDUCATION

B.S, Business Administration | Information Systems & Business Analytics and Management

University of New Hampshire | Paul College of Business & Economics

01/2014 - 05/2016

4.0/4.0

- Transferred into this institution from Rochester Institute of Technology.