

Jeff Williams

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Product and digital transformation leader with 20+ years of experience delivering enterprise platforms and AI-enabled automation that improves decision-making, efficiency, and user experience.

EXPERIENCE

Experience Manager & Product Owner

April 2023 – Present

Shift4 Payments, Remote

- Led product delivery for a major Salesforce modernization across core commercial workflows including lead management, account management, opportunity tracking, and quoting systems
- Built and deployed an internal RAG (Retrieval-Augmented Generation) Slack chatbot agent for technical Salesforce support, handling approximately 250 questions per week with 20% ticket deflection and 4.5/5 user satisfaction rating
- Designed agentic automations using n8n workflow automation platform, combining LLM reasoning with system actions to save 6-10 hours per week per user
- Implemented Slack-based AI assistants achieving 150 weekly active users and 40% repeat usage rate
- Established operational practices for AI workflows including logging, failure-handling, and human-in-the-loop checkpoints

Director, Digital Transformation

May 2020 – November 2022

Oracle Corporation, Rocklin, CA

- Led strategy and delivery for a \$1M Analyst Relations digital engagement platform
- Applied human-centered discovery methods including journey mapping and stakeholder interviews to translate business challenges into actionable product opportunities
- Built scalable solution designs on Oracle Cloud Infrastructure, reducing third-party platform costs by 30%
- Operationalized KPI-based reporting to communicate product impact to senior leadership

Director, User Experience Design

February 2016 – May 2020

Oracle Corporation, Rocklin, CA

- Built and led Oracle's first employee-centric UX organization from the ground up
- Designed AI-powered conversational interface for employee digital assistants, reducing support requests by 15%
- Led redesigns of internal enterprise platforms, improving task completion rates by 35% and reducing search time by 25%
- Introduced Scaled Agile Framework (SAFe) practices, shortening delivery timelines by 20%

Director, Product Evangelism

April 2011 – January 2016

Oracle Corporation, Rocklin, CA

- Launched Oracle's internal enterprise video platform (OTube), increasing employee engagement by 40%

- Optimized collaboration tooling and achieved ROI targets exceeding projections by 20% with 95% user satisfaction
- Partnered with Cisco on redesigning an enterprise scheduling tool, improving user adoption by 50%

Senior Manager, ITSM Center of Excellence

May 2008 – March 2011

Oracle Corporation, Rocklin, CA

- Led Oracle's IT Service Management (ITSM) transformation, earning 2010 itSMF USA Project of the Year Award
- Achieved \$1.5M in annual cost savings through process optimization and workflow improvements
- Improved service availability by 25% and reduced incident resolution time by 30%

IT Business Analyst / IT Manager

January 2001 – May 2008

Oracle Corporation, Rocklin, CA

- Streamlined mergers and acquisitions (M&A) integration processes, reducing project completion times by 25% and saving \$1M annually
- Consolidated enterprise system monitoring infrastructure, reducing downtime by 30% and saving \$500K annually

SKILLS

AI & Automation: Agentic Workflow Design, LLM Orchestration, RAG Pipelines, Prompt Engineering, AI Guardrails, n8n Workflow Automation

Product Management: Product Strategy, Product Roadmap Development, Stakeholder Management, OKRs, KPIs, Executive Communication, Requirements Documentation

Enterprise Platforms: Salesforce CRM, Jira, Confluence, API Integrations, Workflow Automation, Oracle Cloud

UX & Research: Journey Mapping, User Research, Prototyping, Usability Testing, Human-Centered Design

Agile & Delivery: Scrum, SAFe (Scaled Agile Framework), Kanban, Release Planning, Cross-Functional Team Leadership, ITIL

EDUCATION

Bachelor of Science, Business Administration

University of Phoenix (In Progress, GPA: 3.9)

CERTIFICATIONS

- SAFe Agilist 4.5 Certification
- SAFe Product Owner/Product Manager Certification
- UX Certificate, Nielsen Norman Group
- Financial Analysis for Non-Financial Executives, UC Berkeley Extension
- ITIL V3 Expert Certification