

Cory Marshman

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SUMMARY

Vice President - Head of Experience XD Portfolio and Technology Products with 15+ years of leadership experience spanning business operations, product strategy, and user experience. Proven track record of driving end-to-end product development and scaling enterprise-level platforms—especially within agile environments. Over the past decade, led the successful launch of 250+ B2B and SaaS products, including never-down payment systems and high-growth fintech applications. Deep expertise in managing large-scale technology services and cross-functional teams across product, UX, and engineering. Known for blending creativity with strategic problem-solving to deliver intuitive, customer-centric digital solutions in fast-paced, regulated industries.

TECHNICAL SKILLS

- Atlassian Products (Jira, Confluence, etc.)
- Identity and Access Management (IAM)
- Change Management
- Scrum & Agile
- Portfolio Management
- Cloud Platform
- Frontend Development
- GenAI security products
- Global Cross-Functional Team Leadership
- Commodities / Stocks Technology
- SaaS Product Development
- Design Sprint
- Executive Management
- Figma and Sketch

EXPERIENCE

VP - HEAD OF ENTERPRISE XD PORTFOLIO AND TECHNOLOGY PRODUCTS

SEPT 2023 – PRESENT

BANK OF AMERICA

CHARLOTTE, NC

Manage a team of highly skilled professionals who deliver on an enterprise portfolio across 4 lines of business (Global Information Security, Enterprise Risk and Finance, Global Markets and Core Technology and Infrastructure).

- Lead a team in designing and delivering enterprise-wide products and process improvements impacting over 250,000 Bank of America Employees.
- Partner with business and tech executives to identify technology strategic goals and support them through experience design, product solution and delivery while simultaneously driving consistency and cost reduction.
- Engage with all levels of leadership at Bank of America from front line managers to the C-Suite, to deliver best in class solutions for our teammates; from delivering digital accessibility remediation to driving complete greenfield projects from product ideation to production launch.
- Grow the portfolio year over year by more than 300%, through partnering with key executive stakeholders to develop ecosystem wide strategic initiatives.

SENIOR PRODUCT STRATEGY AND UX LEAD - RISK, FINANCE & GIS

Nov 2022 – SEPT 2023

BANK OF AMERICA

CHARLOTTE, NC

Lead all product, UI and UX strategy across a portfolio, which includes Risk, Finance and Global information Security. Manage design/product teams across dozens platforms with over a half million users.

- Increased overall employee efficiency by more than 32%, by leading design and product teams to develop, deploy and implement internal employee tools.
- Managed a team of designers, developers and product owners, to build cross functional designs and products, across multiple financial industry lines of business.

PRODUCT OWNER / LEAD UX DESIGNER / SOFTWARE QA TEST ENGINEER

Aug 2020 – Nov 2022

INDURO, LLC.

CHARLOTTE, NC

Collaborated with an international cross-functional team to find creative solutions to meet client needs. Drove the development life cycle of client technology products by monitoring development progress, communicating early and often and testing for quality assurance. Translated client needs into fully functional wireframes and design prototypes.

- Started two new internal product lines; Automation Testing and UI/UX design.
- Managed both B2B and B2C product launches, with B2B product launches utilized by over 10,000 companies, municipalities and cities, including Berkeley, CA parking and enforcement, with millions of DAU.

- Project lead and designer for IoT core company, connecting clients to over 150,000+ IoT devices.
- Worked to lead the product management team by defining and managing software and hardware products for all company clients across varying industries.
- Product management team lead with Passport, Inc to design, develop and build a violations payment plan and boot / tow violations payments product line, in collaboration with state and local governments.

SENIOR PRODUCT MANAGER

OCT 2019 – AUG 2020

SKIPPER, INC.

CHARLOTTE, NC

Oversaw all product lines. Set strategy for all product lines, analyzed ROI, created more efficient operations and updated procedures to reflect industry best practices. Analyzed supply and demand trends to ensure needs are met. Advised on resolutions of high-level clients.

- Managed all product lines, in-home care, client mobile app and internal CRM platform, by executing deployments based on user and QA testing, UX/UI audits and user feedback.
- Managed over 100 staff members across all company product lines and locations, while using a proprietary payments and product platform to track staff members across multiple service lines, which increased productivity by 37% across product lines.
- Pivoted to a B2B product strategy once Covid started, using our own customer base to determine market fit.
- Developed and collaborated with the ownership group to build a \$4.5 million 24,000 sq. ft state of the art animal care and bar facility.

DIRECTOR OF OPERATIONS

FEB 2018 – OCT 2019

INNER PEAKS

CHARLOTTE, NC

Led 3 facilities totaling over 65,000 sqft. which served over 1800+ monthly members and 20000+ monthly day pass users. Directed operations and logistics of 25+ local and regional programs and events within my tenure, with 2000+ participants, negotiated vendor contracts, and tracked individual program performance and expenses, while managing over 50 staff members as a member of a 5 person management group

- Developed and collaborated with the ownership group to build a \$4-Million 18,000 sq. ft. new facility, with a focus on strategic business growth, risk mitigation and facility development, which increased company profits by \$2.5 million year over year.

PROGRAM MANAGER

OCT 2015 – FEB 2018

US NATIONAL WHITEWATER CENTER

CHARLOTTE, NC

Managed 200+ staff members, who served up to 35,000 guests across 1,300 acres and over 12 adventure activity types per day. Developed, Pioneered, Built and operated the world's first permanent deep-water solo climbing program and facility as well as the world's first deep water solo-climbing specific aquatics program.

- Designed, Developed, Built and Managed a \$4.5 million outdoor events facility, increasing product offerings and overall company revenue by over \$12 million.

EDUCATION

SHIFT NUDGE UI/UX DESIGN COURSE

80 hour intensive design course centered around data focused user experience design

CODING BOOTCAMP CERTIFICATE: UNIVERSITY OF NORTH CAROLINA AT CHARLOTTE, CHARLOTTE, NC

A 24-week intensive program focused on gaining technical programming skills in HTML, CSS, JavaScript, jQuery, Bootstrap, Firebase, Node Js, SQL, Express, ReactJS, Angular, Firebase and more

BACHELOR OF ARTS IN ANTHROPOLOGY: UNIVERSITY OF NORTH CAROLINA AT CHARLOTTE, CHARLOTTE, NC

Graduated with a concentration in Biological and Evolutionary Anthropology

EXTRACURRICULAR

Traveled to over 35 countries including living abroad for more than 10 years.

FOUNDER AND ARTIST

Queen City Creatives Showcase - Local community charity event, which raises money for Charlotte Pride through promoting local creatives and artists

FOUNDER AND ARTIST

Fox and Bear Ceramics - Small business focused on micro batch functional and sculptural ceramic art