

# HOLLAND M. COWGER

Director of Interactive Product Management

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*By using data and insights from current trends, I solve the customers problem by reimagining the UX to improve the overall customer experience and radically improve engagement. I am a great manager of product owners, developers, and UX/UI designers. I can prioritize and multi-task to accomplish objectives, as well as achieve annual goals. I provide skillful support and insight to senior executives and stakeholders to ensure complete transparency.*

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## **FOX.COM – Lead Product Manager 4/21 – Present**

- Lead Product Manager for Foxnews.com homepage redesign that launched in December 2022.
  - Partnered with upper management to develop a digital strategy as well as align with business to conceptualize, design, and completely overhaul Foxnews.com homepage.
  - Increased monthly visits on desktop and mobile to over 269 million, up from 240 million. Reduced bounce rate by 2%. Increased page per visit to 3.84 from 3.54 and increased visit duration to 6:14, up from 5:59. Helped improve Foxnews.com's ranking to fourth in News & Media Publishers.
  - Wrote over one hundred epics, teamed up with TRM, Project Management, Development and QA to successfully launch foxnews.com.
- Lead Product Manager for Foxweather.com that launched in August 2021.
  - Launched Foxweather.com which now has a total of 10.6 million monthly visitors, 1.67 ppv (pages per visit) and is now the #6 overall ranked website in the Weather category.
  - Lead the design & development team in developing wireframes, mockups, presented them to lead management and stakeholders for approval.
  - Wrote close to one hundred epics and again teamed up with TRM, Project Management, Dev, and QA to get the enhancements up and live.
- Lead Product Manager for Foxnews.com
  - Currently managing a team of five Product Managers across different platforms (FN & FW) by running the Daily Product Standups, Sprint Planning Priority, Roadmaps, Innovation Roundtable, AB Testing and Design Review for current and upcoming enhancements to Foxnews.com.
  - Leading the Mobile Design Transformation Initiative by developing a Web and CX strategy to completely overhaul and optimization of the Foxnews.com mobile site with an updated navigation, as well as a new look and feel for various components.

## **MACYS.COM & BLOOMINGDALES.COM – Digital Product Manager 11/11 – 4/21**

- Interactive Product Manager for both Macys.com and Bloomingdales.com.
  - Launched enhancements such as PayPal, ApplePay, Klarna, customer preferences, enhanced search, and customer profile, which added over \$25 million to Macy's and Bloomingdale's revenue.
  - Teamed up with UX, UI, developers, QE, analytics, finance, and project managers to continuously update and enhance the Macy's and Bloomingdale's desktop, Mobile Web, iOS, Android, and POS shopping experience.

## **Skills/Interests/Miscellaneous:**

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- Commissioner of the Williamsburg Softball League (Brooklyn, NY) 2013-Current
- Board Member of The Pursuit for Ronnie Ortiz, Jr. – 2022 - Current
- SAFe Product Manager/Product Owner Certified
- Author of *Glory Days: A Novel*
- Skilled in JIRA, Figma, Product Board, Adobe Analytics, WordPress, Photoshop, Miro, Google Analytics, Coremetrics, Windows and Mac OS platforms, Adobe Acrobat Professional 8.0, Creative Suite 4 applications, Illustrator, InDesign.