

KARA HENRY

PRODUCT OWNER • PRODUCT OPERATIONS • PROGRAM STRATEGY

Riverton, Utah • 801.615.3711 • karah99@gmail.com • linkedin.com/in/kara-stephens-henry

PROFESSIONAL SUMMARY

Product Owner with a background spanning customer operations, program management, product enablement, and project delivery. Experienced in turning ambiguous business and customer needs into clear product requirements, operating models, workflows, decision frameworks, and scalable systems. Strong at connecting technical and nontechnical teams, defining ownership and authoritative sources, identifying dependencies and trade-offs, and bringing structure to complex cross-functional work. Combines deep customer-experience knowledge with hands-on technical problem solving, including Python-based workflow automation and data-process documentation.

CORE SKILLS

Product Ownership • Product Strategy • Requirements Definition • Product Operations • Cross-Functional Leadership • Stakeholder Management • Customer Experience • Process & Workflow Design • Product Launch Planning • Business Rules & Data Requirements • Program Management • SOP & Documentation Systems • Decision Governance • Technical Communication • Workflow Automation • Change Management

PROFESSIONAL EXPERIENCE

Activated Insights

August 2019–September 2026

Formerly Home Care Pulse / Pinnacle Quality Insight

Product Owner

March 2026–September 2026

- Led product strategy and operating-model design for recognition products, consolidating historically separate programs into a unified structure with shared terminology, lifecycle stages, ownership, and customer experience.
- Defined the go-forward recognition framework, including program hierarchy, measurement cycles, annual recognition, eligibility requirements, participation models, and decision rights.
- Directed product requirements for a unified Recognition Platform, including a public Awards Directory, winner-notification and asset-access flows, digital media resources, legacy-program support, and transition planning.
- Established product and data requirements for scoring and eligibility, defining calculation ownership, authoritative data sources, verification processes, exemptions, and pre-launch quality controls.
- Helped redesign a recognition program from paid participation to free qualification with optional paid winner benefits, reducing enrollment friction while preserving revenue opportunities.
- Standardized operations across BOHC, CEA, SCB, and GPTW/Fortune through common task structures, RACI assignments, naming conventions, taxonomy, lifecycle documentation, escalation processes, retrospectives, and exception handling.
- Created and maintained a decision-management system with structured logs, source-of-authority rules, retained history, blocker escalation, and ClickUp as the operational source of truth.

- Built a scalable documentation framework with full-program and task-level SOP templates, standardized AI-assisted prompts, ownership maps, reference systems, and lifecycle documentation.
- Developed Python tools to automate and manage workflows across ClickUp and HelpScout, including multi-list exports, bulk field updates with testing and safety controls, cross-program parity checks, tag audits, decision-log operations, and support-process automation.
- Documented the end-to-end BOHC awards data pipeline from source systems through the data warehouse and WordPress, clarifying calculation, synchronization, and verification logic for technical and nontechnical stakeholders.

Program Manager

October 2025–March 2026

- Led cross-functional planning and execution for customer recognition programs spanning Product, Engineering, Data, Revenue Operations, Marketing, Customer Success, Sales, and external partners.
- Translated strategic objectives into defined requirements, workflows, owners, dependencies, customer communications, and launch deliverables.
- Developed go-to-market plans and operational frameworks for evolving programs, coordinating customer experience, internal enablement, fulfillment, and ongoing support.
- Built and standardized SOPs for complex recurring programs, documenting scoring, eligibility, data requirements, customer support, asset delivery, partner handoffs, and exception handling.
- Evaluated program changes against customer experience, operational complexity, revenue implications, partner requirements, and scalability, surfacing trade-offs and unresolved decisions for leadership.

Digital Engagement Specialist → Customer Operations Manager

January 2023–October 2025

- Developed scalable self-guided software training that reduced the need for individual customer trainings by **20% within eight months**.
- Managed and continuously improved customer-facing knowledge bases and support resources, keeping content aligned with changing products and processes.
- Standardized support documentation and workflows following the merger of **three companies**, reducing complexity and improving consistency across previously separate teams.
- Designed customer journeys for **three products**, helping teams identify experience gaps, improve handoffs, and build shared understanding of the end-to-end customer experience.
- Translated recurring customer frustrations and support patterns into actionable opportunities for Product, Engineering, and Operations.
- Created customer education, internal enablement, process documentation, and support resources that made complex software and workflows clear and usable.

Customer Success Manager

August 2019–January 2023

- Reduced customer churn attributed to unmet needs from **9% to 3.4% over 12 months** by improving support resources and identifying gaps in the customer experience.
- Selected and implemented a customer-facing knowledge-base platform, developed its content, and led adoption efforts that increased utilization from **9% to 30% in one year**.
- Led monthly training for Marketing, Support, and Sales teams for two years, communicating software changes and improving organizational understanding of customer-support processes.
- Partnered with Product and Engineering managers to improve UX/UI for new software features, representing customer needs during product development.

BNBWebsites

September 2013–June 2019

Web Designer & Project Manager

- Managed as many as **40 concurrent website builds**, coordinating customer requirements, production work, revisions, and launch timelines.
- Reduced average project time from start to launch by **20% over three years** through workflow and process improvements.
- Managed escalated customer issues during website builds, contributing to a reduction in churn from **12% to 8% over five years**.
- Facilitated cross-department collaboration to standardize policies and workflows, reducing complexity and shortening problem-resolution time.

TECHNOLOGY & TECHNICAL SKILLS

ClickUp • HelpScout • Salesforce / Experience Cloud • SharePoint / OneDrive • DBeaver / SQL • Python • HTML • CSS • HubSpot • Appcues • Tango • Loom • Canva • Adobe Photoshop • Adobe Illustrator • Adobe InDesign

EDUCATION

Bachelor of Science, University Studies

Brigham Young University–Idaho

Minors: English; Organizational Communications • **Areas of Concentration:** Creative Writing; Graphic Design

ADDITIONAL EXPERIENCE

Spanish Fork Community Theater | Board Member

2013–2019

Contributed across organizational and creative functions including directing, publicity, graphic design, photography, set design, recruiting, hiring, and administrative operations.