

Fawn Apgar

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PROFESSIONAL SUMMARY

Data-Driven Platform Product Leader with 15+ years of experience engineering scalable platforms, automating operational workflows, and maximizing data reliability at enterprise scale. I translate complex environments into clear product roadmaps that improve operational transparency, compliance, and velocity. Proven track record leading multi-disciplinary teams through 0-to-1 platform builds, AI/ML operationalization, and infrastructure modernizations that deliver measurable, multi-million dollar business value. I bridge the gap between technical challenges and executive-level business outcomes.

PROFESSIONAL EXPERIENCE

Amazon, Inc (Twitch)

Remote

Senior Manager, Platform Product Management

May 2021- May 2026

Joined as IC Platform Product Manager and grew the function into a senior management role leading 6 Product Managers across 3 VP organizations (Data Platform, Enterprise IT Applications, Platform Core Engineering) and peak 1200+ engineers. I repeatedly find the friction, make the platform bet to fix it, then hire and delegate to scale.

- Started as direct Sr Product Manager for Twitch's developer lifecycle end-to-end portfolio. Responsible for optimal usage of first-party tooling (Amazon Builder Tools (ABT), Integration Testing, Observability framework, Service Catalog), third-party tooling (Jenkins, TeamCity, GitHub, CodeCov), and the backend integrations running authentication/authorization.
- Established product KPIs, OKR frameworks, and performance reporting across 3 VP organizations, improving operational predictability, stakeholder confidence, and executive visibility into portfolio-wide outcomes.
- Owned data gathering and prioritization when a 2021 security incident forced a rebuild of Twitch's build infrastructure across the company, betting on migrating the org to ABT with specific managed exceptions. A decision that became the foundation for 0-1 product development: BuilderCDK, a framework for secure-by-default infrastructure and a subsequent observability construct for by-default service health monitoring dashboards and alarms.
- Scaled the platform function from a single IC to a team of 7 by hiring and delegating ownership rather than holding on to the work, then ran the team through shared roadmap reviews and clear ownership lines so each PM could move fast independently while still rolling up to one coherent platform strategy.
- Championed a multi-year web development centralization strategy, scaling mobile engineering contributions from 36 to over 200 engineers. This initiative unlocked faster delivery for mobile applications, slashing the GTM release lag from 28 days to 7 days leveraging the existing engineering resource pool.
- Automated service metadata generation across the Service Catalog, transforming fragmented data into a trusted source of truth. Enabled Security and IT teams to measure impact, drive remediation campaigns, and reduce MTTR via persistent, accurate ownership chains.
- Spearheaded GenAI operationalization, driving an 88% adoption rate by rapidly iterating on data-backed product experiments tailored to multi-disciplinary engineering pods. Optimized workflows for Product, Engineering, UX/Design, and Data teams, resulting in a 40% surge in web development code reviews. Delivered \$21M in total resource value by bridging the non-technical adoption gap, increasing PM engagement from 3% to 55.6% and TPM engagement from 21% to 65.0% through strategic product and process refinements.

Maximus

Remote

Group Product Manager, Digital Communications

Sept 2017 - Apr 2021

Joined as an individual contributor Product Manager and grew Digital Communications Consulting Practice from a single-person function into a full practice of 7 Product Owners and Analysts relied upon by multiple Regional Presidents across the broader Maximus organization — delivering AI/ML-driven workflow automation for government healthcare and human services contact centers under HIPAA, PCI, and CAN-SPAM compliance.

- Identified manual, agent-dependent contact center operations as the highest-leverage bottleneck and built the fix including AI/ML virtual assistants (MedChat) and automated digital communications. Delivering within 30 days 8% efficiency and margin improvement in call wait times while reducing live-agent dependency.
- Turned a bespoke, outsourced deployment model into a standardized internal platform, creating a reusable framework that scaled virtual assistant rollouts to 30+ government organizations in 3 years with minimal customization.

- Delivered emergency operational response in 10 days for North Carolina's contact center during the COVID-19 unemployment surge, containing a historic volume increase without proportional headcount growth; recognized by the Division President, CEO, and the office of NC Governor Roy Cooper for execution under pressure.
- Led Agile transformation of product development and operations, reducing initiative timelines from months to weeks and establishing continuous improvement frameworks across cross-functional delivery teams.
- Ensured full compliance with HIPAA, PCI, CANSPAM, and state-specific regulatory requirements across all operational platforms while managing third-party vendor relationships including MailChimp, Twilio, Genesys, and Salesforce.

Urban Outfitters IT (URBN, INC)

IT Enterprise Project Manager

Philadelphia, PA

Dec 2011 - Aug 2017

Led enterprise technology transformation and process automation across retail and digital platforms for Urban Outfitters and Anthropologie brands.

- Architected Urban Outfitters' loyalty program from the ground up, partnering with engineering on a microservices architecture built on IBM OMS and TIBCO middleware to connect loyalty, OMS, WMS, and logistics systems. Owned the integration with Braze (then an emerging gamification engine) to power point accumulation and member engagement mechanics, eliminating manual processes across the retail fulfillment chain.
- Led the overhaul of URBN's marketing technology stack, including implementations spanning Unica (now HCL Unica) and CheetahMail (later Cheetah Digital), unifying underlying customer data sources from 7 brands for consumption by both operational applications and reporting systems.
- Partnered with Data Science and Data Analytics teams to ensure IT data flowed reliably into the enterprise warehouse feeding URBN's central BI platform, MicroStrategy (now Strategy), writing and maintaining SQL data models and building the metrics used in MicroStrategy reporting.
- Automated gift-with-purchase fulfillment through complex event processing engine integration between OMS and WMS, eliminating manual order handling and enabling real-time inventory event processing at distribution center scale.
- Partnered directly with WMS engineers and distribution center operations teams, conducting on-site visits to identify and implement operational improvements within DC workflows; led vendor software integrations for the furniture personalization program, designing systems and tools across internal systems and third-party logistics.
- Migrated Anthropologie rewards from manual data entry and vendor spend to a centralized multi-country platform (US, CA, UK) with automated POS integration, contributing to what Newsweek recognized as one of America's best loyalty programs in 2021.

Quaero/ CSG Systems, Inc

Sr. Software Application Analyst

Charlotte, NC

Feb 2010 – Dec 2011

- Worked directly with clients and engineering to turn data requirements into working pipelines
- Built and maintained SQL and ETL processes feeding a marketing data warehouse for enterprise clients
- Supported campaign management platforms (Unica), troubleshooting data and integration issues between client systems and the warehouse

EDUCATION

Temple University

2012-2015

Master of Arts, Economics

Philadelphia, PA

- Concentration in Quantitative Econometrics, forecasting models, data analysis
- Concentration in International Economics

University of North Carolina at Charlotte

2003-2007

Bachelor of Science, Business Administration

Charlotte, NC

- Magna Cum Laude
- Major in Marketing, Minor in Economics and French
- Received scholarship from Frozen Food Association for Academic Performance

Bachelor of Arts, Psychology

2003-2007

- Magna Cum Laude
- Graduated with Honors

Charlotte, NC

TECHNICAL SKILLS AND TOOLS

Platform and Infrastructure: Amazon Builder Tools (Go-Lang), TeamCity (React, Java), CDK Constructs, RESTful API Design, GitHub, Jenkins, CloudWatch, Grafana, DORA metrics

AI and Automation: LLMs, RAG models, Agentic AI, GitHub Copilot, Kiro, Amazon Q, MCP integrations, GenAI tooling, Claude Code, Cline, Copilot

Project Management and Delivery: Jira, Confluence, LucidCharts, Smartsheets, Salesforce Marketing Cloud, Workday, Slack, Figma, VS Code, Google Suite, Advanced Microsoft Office Suite, HTML, CSS, Certified SCRUM PO

Analytics and Data: Athena, QuickSuite, AWS Redshift, S3, ML/NLP Chatbots, SQL, Python, R, SPSS, MATLAB, SAS, Stata, MongoDB