ALAN HERRICK

PRODUCT STRATEGY & DIGITAL EXPERIENCE EXECUTIVE

Rochester, New York | herrickalanc@gmail.com | alanherrick.site | linkedin.com/in/alanherrick

EXECUTIVE PROFILE

Product and digital experience executive with 25+ years across insurance, financial services, enterprise SaaS, and e-commerce. Directly manages engineering talent, builds UX and research capabilities, and drives product execution across Product, Design, Engineering, and executive leadership. Combines commercial priorities, customer evidence, and technical judgment with experience in Agile transformation, accessibility, and AI-enabled products.

10 Developers directly managed over QuinStreet tenure	**30+** Enterprise products at Travelers	**4** SaaS value streams at Vertex

CORE EXPERTISE

Product & portfolio strategy • Insurance & financial services • Cross-functional product delivery • Executive stakeholder alignment • AI-enabled customer experiences • Hiring & people development • Agile transformation • Accessibility governance

PROFESSIONAL EXPERIENCE

Director, Product Management

May 2025 – Aug 2026

QuinStreet | POND insurance and financial-services platform

- Directed product strategy and delivery across POND insurance shopping, onboarding, account experiences, financial-services initiatives, and AI-assisted guidance.
- Coordinated with six product managers and senior Design and Engineering leaders, including the CTO and VPs, to align product priorities, cross-team dependencies, technical decisions, and delivery schedules.
- Directly managed a total of ten developers over tenure; interviewed and hired most of the development team, set goals, supported career growth, and conducted performance reviews.
- Guided marketplace and Insurance Wallet concepts and directed AskPond conversational AI initiatives, collaborating on retrieval-grounded experiences, orchestration, evaluations, and safeguards.
- Established cross-team demos and shared execution practices; helped deliver revenue-generating capabilities within tight timelines while balancing customer experience, business priorities, and technical constraints.

Director, Customer Experience

May 2024 – Sep 2024

CLEAResult | Atlas Marketplace, United States and Canada

- Directed UX evaluation, testing, and experience oversight for a cross-border e-commerce marketplace.
- Established accessibility review and remediation practices; trained design and engineering teams in WCAG-focused implementation.

Director, Product Design, UX & Research

Feb 2022 – Dec 2023

Vertex, Inc. | Enterprise software

- Led product design and research within Product Management across four SaaS value streams, working with business, architecture, and engineering leaders on priorities and tradeoffs.
- Expanded research beyond usability validation into foundational and formative discovery; hired and developed team members and introduced career-growth frameworks.

PROFESSIONAL EXPERIENCE / CONTINUED

Business Partner Director / Director, Experience Design

Mar 2016 – Dec 2021

Travelers Insurance | Claims

- Initially recruited to support the Claims organization's transition from waterfall to Agile delivery; helped reorganize teams, train staff, and establish cross-functional practices.
- Founded and built UX Design and Research capability, including hiring, team structure, workflows, mentoring, and research practices.
- Directed experience strategy for more than 30 enterprise products across three value streams; moved UX and research earlier into product definition and introduced a design system.
- Founded the Claim Accessibility Program Office, established WCAG 2.0 AA practices, developed training for practitioners and product managers, and advised Innovation Labs on conversational design.

Senior eCommerce Product Manager

Jul 2011 – Oct 2015

bebe Stores / bebe.com | Consumer digital commerce

- Owned digital product priorities and vendor relationships for a national direct-to-consumer e-commerce platform, partnering across design, engineering, analytics, and operations.
- Applied customer evidence, testing, SEO insights, and operational performance to prioritize commerce improvements and manage vendor service expectations.

EARLIER LEADERSHIP & TECHNICAL EXPERIENCE

NComputing | Senior Web Manager
Directed global web experience, distributed development teams, localization, and digital operations.

Stanford University | Senior Manager, Web Production
Led alumni digital products spanning e-commerce, travel, events, ticketing, and publishing.

ActiveVideo Networks | Senior Development Lead
Led development and product ownership for an interactive-TV commerce application.

Dorado / CoreLogic · Blue Martini · Oracle · Osborne McGraw-Hill | Earlier roles
Enterprise SaaS, financial-services UX, digital commerce, application development, and accessibility leadership.

CREDENTIALS & SELECTED PUBLICATION

Certifications and training: SAFe ScrumMaster; SAFe Agilist; SAFe Product Manager / Product Owner; Deque accessibility program management.

Publication: Technical Editor, HTML: The Complete Reference, Second Edition (McGraw-Hill).