Brad Bowers

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Digital Product & Experience Executive · Product, UX Design & Research · AI-Enabled Transformation

Digital experience and product executive with 20+ years leading digital transformation, product strategy and platform modernization across eCommerce, SaaS, direct selling, digital media and consulting. Has led integrated Product, UX Design and UX Research organizations (most recently a team of 12; up to 50 on consulting engagements) and delivered **$100M+ in incremental revenue** through digital product innovation and optimization. Recently built an AI-centered product operating model and Claude-based design system for an entire organization. A hands-on builder when needed, and a leader who drives results through collaboration, empathy and storytelling.

CORE STRENGTHS

Digital Experience Leadership (Product, UX Design, UX Research) · Product Strategy & Vision · AI-Native Product Operating Models · Org Design, Coaching & Team Leadership · Digital Commerce & Revenue Growth · Design Systems · Platform Modernization · Experimentation & Optimization

EXPERIENCE

Pampered Chef Addison, IL (Hybrid)

Sr. Director, Global Digital Product Management · Apr 2026 – Oct 2026
Director, Digital Product Management · Jul 2021 – Apr 2026

Led global digital product management for customer and consultant experiences across a complex global eCommerce ecosystem, with a team of 12 spanning Product, UX Design and UX Research.

- Created an organization-wide product development operating model with AI at its core: new outcome-ownership frameworks, standardized documentation, and redefined roles and responsibilities
- Built a Claude-based design system from scratch and integrated it into the development pipeline
- Led teams that delivered $100M+ in incremental revenue over five years through digital product innovation and optimization
- Led teams that shipped the Account Credit Guest Special, delivering $7M+ in incremental revenue and $400K+ in cost savings
- Reimagined new-consultant onboarding, from agreement to getting started, lifting new-consultant productivity 5% in the first two months, with $2.6M in anticipated year-over-year incremental revenue
- Created a cart-to-checkout interstitial with optimized product recommendations, delivering $1.2M in incremental revenue; ran regular A/B tests of recommendation algorithms to keep raising AOV and conversion
- Accelerated delivery by introducing outcome-based product practices and cross-functional alignment across product, UX, engineering and the business, cutting total time-to-market on major initiatives from roughly 70 days to under 45 in the last year
- Oversaw the platform transformation from a primarily legacy platform to a modern, headless technology stack, improving scalability, speed and customer experience

Valtech (formerly Kin + Carta) Chicago, IL

Director, Product Strategy · Feb 2021 – Jul 2021
Senior Principal, Product Strategy & Delivery Leadership · Jul 2017 – Feb 2021

Senior member of the Product Strategy practice who defined and executed product delivery for clients across industries while building the practice's strategic capabilities. Led teams of up to 50 on a consulting engagement.

- Stepped in as Mobile Product Owner for a financial services company, increasing usage of a lagging app area by 36% with a 15% lift in conversion, and oversaw the migration of key areas from native to React mobile

– Built a Disputes middleware and back-end agent servicing platform for a leading consumer financial services provider
– Ran Product Vision and North Star workshops for an industrial manufacturer to align platform direction with strategic initiatives and outcomes
– Coached and mentored product management practitioners, internal and external; contributed thought leadership in Digital Transformation, Analytics and Technical Product Management

Kapow Chicago, IL

Partner, Product & Product Marketing Director · Sep 2014 – May 2017

Built and led the product team from scratch for an online marketplace for corporate events.

– Authored and executed the product vision that produced the first real-time platform for booking corporate events, contributing to the company's large 2015 funding round
– Held P&L and leadership responsibility across the Product and UX practices
– Presented platform vision and strategy to the Board
– Built the Knowledge Base, cutting support requests 40% in the first month
– Owned onboarding and training of the first large enterprise clients

Redbox Instant by Verizon Chicago, IL

Manager, Consumer Product Management (Web, Mobile, TV) · Jan 2012 – Sep 2014

Launched the beta and ultimately managed all Web, Mobile and TV platforms for the Redbox-Verizon over-the-top video joint venture, with team management and P&L responsibility.

– Directed vision and execution for consumer products across Web, Mobile and TV
– Led the user experience 2.0 reboot of the platform prior to the JV's wind-down
– Designed a new sign-up flow that cut sign-up time 15%
– Managed vendor partnerships and product integrations; served as single point of contact for platform requirements

Redbox Chicago, IL

Sr. Program Manager · Sep 2010 – Jan 2012
Senior Analyst, Strategic Planning · Apr 2010 – Sep 2010
Senior Analyst, Performance Technology · Apr 2009 – Apr 2010

SPEAKING & THOUGHT LEADERSHIP

– Panelist at regional and national conferences on digital experience and technology transformation, including multiple panels at eTail West (2024) and a 2026 invitation to speak again
– Presented to audiences of 2,000+ at the annual Pampered Chef consultant conference

EDUCATION & CREDENTIALS

Bachelor of Arts and Science, Coe College
Patents: media content discovery; media accessibility information
Certification: Certified Agile Leadership I