

# Stephanie Binger

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Strategic product leader with 15+ years driving alignment across teams at F500 companies like Duke Energy, American Airlines, and American Express. Expert in clarifying scope, reducing churn, and elevating executive confidence. Pioneered enterprise-grade insights and data-driven decision-making, and recognized for servant leadership, rapid advancement, and building high-performing teams.

## EXPERIENCE

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### Duke Energy

*SR. DESIGN STRATEGIST – Remote | 2022 – 2026*

- Championed design strategy across IT, legal, and operations portfolios, unifying business objectives, user needs, and technical feasibility, resulting in streamlined processes across portfolios for new design initiatives.
- Spearheaded value stream analysis and visioning workshops that provided leaders with the insights to strategically prioritize investments and uncover 11+ cross-portfolio dependencies across IT.
- Conducted 30+ user interviews gathering valuable feedback to directly inform the design and workflow improvements for attorneys, paralegals, and SMEs.
- Used deep understanding of portfolio work to establish clarity of scope and efficient use of stakeholder time, resulting in more focused research sessions, and elevated executive confidence.
- Designed and implemented a unified upstream intake and prioritization process in Jira, aligning DVF (desirability, viability, feasibility) evidence with portfolio decision making, which reduced backlog clutter and enhanced prioritization transparency across 5 IT software products.
- Facilitated 6+ cross-functional design thinking engagements for 50+ participants to foster collaboration across departments, accelerated alignment, and resulted in clearer problem definition and 20+ actionable ideas.
- Pioneered the integration of Dovetail, UserZoom, and PowerBI within my team to produce enterprise-grade insights that streamline the business's product decision making and set a new standard for value analysis.
- Contributed to organizational growth outside project teams by advancing human-centered design through hiring initiatives and fostering shared understanding via Communities of Practice.

### American Airlines (Formerly US Airways)

*SR. PRODUCT MANAGER/OWNER - Fort Worth, TX | 2018 – 2022*

*SR. PROGRAM/PROJECT MANAGER - Phoenix, AZ | 2012 – 2018*

- Conceived and piloted an employee ideation platform, driving 130% engagement in the first 2 weeks, expanded organically from 1 department to 19 departments, and produced 8 actionable customer loyalty ideas.
- Recognized for innovation and leadership, presented pilot results for ideation platform to the CIO and senior staff; built and led a 9-person volunteer team to enhance and scale the tool, ultimately deploying to American Airlines' Integrated Operations Center.
- Embedded coach for Agile and design thinking transformation, accelerating speed-to-market and reducing risk for large scale programs.
- Managed \$22M budget and vendor portfolio for Refuel and Refresh program, improving customer experience during disruptions.
- Championed an innovative virtual queuing pilot program impacting customer experience counters, improving NPS scores by 10% and laying the groundwork for scaling.
- Pioneered a business partnership between American Airlines' Emerging Technology team and 12 business units for the annual Hack Wars hackathon (1,000 employees, 100 teams); boosted viable

prototypes from ~2 per year to 15 leader-approved solutions by embedding real business problems and executive feedback into the event.

- Led enterprise-wide implementations of three multi-million-dollar applications, including NetTracer baggage tracing system, deployed to 320+ airports in two knife-edge cutovers.
- Delivered Customer Baggage Notifications (CBN) program to ~2M customers, directly improving satisfaction during irregular operations.
- Launched automated Hotel, Meal & Transportation (HMT) tool for frontline agents, completing rollout to 300+ airports in just 8 weeks.
- Presented regularly to executive leadership, ensuring transparency on risks, budgets, and delivery status for programs up to \$22M.

### **American Express Business Travel**

*TEAM LEADER - Phoenix, AZ | 2010 – 2012*

- Promoted to team leader faster than anyone in program history, embodying the spirit of a true servant leader through collaboration, empathy, and a people-first approach.
- Directed and coached teams of 30+ agents for KPMG and Intel, achieving 100% compliance and boosting initial contact resolution (FCR) rates by 10% to enhance customer experience.
- Instituted tailored coaching plans, increasing agent revenue contribution by 15% and strengthening customer loyalty and relationships.
- Fostered a values-driven team culture rooted in accountability, empathy, and service excellence, driving a 92% positive response rate on employee satisfaction surveys, further aligning to metrics and improving client trust.

## **EDUCATION**

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### **Master of Science Industrial & Organizational Psychology**

University of Phoenix

**2014**

Phoenix, AZ

### **Bachelor of Arts Psychology**

Arizona State University

**2010**

Tempe, AZ

## **OTHER**

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**Skills:** Dovetail, UserZoom, Jira, Rally, Miro, Mural, Figma, Sketch, Microsoft Office Suite, SABRE, QIK, Tableau, Waterfall and Agile Methodologies, Certified LUMA Design Thinking Practitioner, Human-Centered Design, Customer Journey Mapping, OKRs (Objectives & Key Results), Change Management, Double Diamond

**Certifications & Memberships:** Innolead.com – Member, Society of I/O Psychology (SIOP) – Associate



Scan to experience how I think through complexity.