

Rourke Lowe - Product Manager

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Professional Journey

Product Manager | Smart Solution | 2022 - Present

Transforming how credit unions compete in modern banking by leading cross-functional teams through a full product lifecycle, from strategy to market. Spearheaded development of integrated digital banking suite that drove 15% customer acquisition growth and 20% improved retention through streamlined workflows. Architected document management platform that eliminated 70% of processing overhead while generating \$100k annual revenue.

Founder & Managing Director | Favourite Library | 2022 - Present

Leading an indie music label supporting 5 artists with their artistic development. Provide emotional and strategic support that has driven 10x increases in key metrics (listeners, socials, etc.). Organize and MC music events in unique locations around the city (only ever sold out).

Senior Finance Operations & Partnerships | Clearco | 2019 - 2021

Adapted with Clearco during the hyper growth phase. Pioneered new Fractional CFO & Accounting partnership channels delivering \$72k ARR in first 9 months. Transitioned to the Finance Team due to company needs. Managed \$46M across 9 departments working collaboratively with leaders as the company scaled from 240 to 500 employees. Cut delivery time of operational financial reporting from 31 days to 5.

Growth Product | Peersight | 2018-2019

Architected comprehensive growth strategy for an emerging edtech platform. Implemented programmatic SEO system reaching 2,000 new users weekly while building viral loops generating 500 weekly content submissions.

Founder | ConcertConnect | 2016 - 2018

First entrepreneurial venture. Built a platform connecting emerging artists with performance venues, learning invaluable lessons about product-market fit and user research.

EDUCATION & DEVELOPMENT

Product Management Certificate | BrainStation | 2022

Information Systems & Data Science | Concordia University | 2018

International Baccalaureate | Colonel By Secondary School | 2013

CREATIVE & TECHNICAL PURSUITS

Prompt Engineering: Build tools to support artists leveraging AI

Science Fiction Writer: Exploring inner and outer worlds through storytelling

DJ: Curating musical journeys across genres