

Charlotte Hamilton-Warr

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SUMMARY

I'm a product manager with 10 years of cross-functional experience across consumer platforms and SaaS, often as the early connective tissue between engineering and the business side. The work has rarely come with one title; I've been, and been in service of, the product manager, the product owner, the business analyst, QA, and support. I started out as a CS agent, finding out about product updates at the same time as the customers in my inbox, and I've been closing gaps like that one ever since. I'm used to tech-debt-heavy architecture and to greenfield ideas needing to be built from nothing, to translating between technical people and entirely non-technical audiences, and to stakeholders who all want different things. Understanding people and earning their trust comes first, and always has. My workflows are now also AI-powered, from planning and prototyping through edge case analysis and QA.

EXPERIENCE

Growth and Operations Lead | Nov 2025 – Present

Inflection Growth | Remote

Technical lead and operating infrastructure for a performance marketing and ecommerce agency. Report to the founder.

- Own intake, scoping, and sequencing across 13 concurrent client engagements, each with its own stakeholders, systems, and competing priorities, and turn shifting demands into plans the delivery team can work against.
- Rearchitected the agency's operating infrastructure and built the automation on top of it, from Monday.com intake and approval workflows through Slack automations and an n8n pipeline. Coordination that had been ad hoc became documented and repeatable.
- Build the internal AI tooling the team reaches for, including apps that pull scattered data into a recommended weekly plan, smart-tagging that classifies new board items so they pipeline correctly, and tooling that keeps creative output attached to the task that generated it.
- Introduced a technical-communication protocol between a non-technical client team and their external developer, replacing annotated screenshots with precise technical referents. A stalled page rebuild went from 6 months to 3 weeks.
- Run user research and validation as ongoing work, currently for a DeFi protocol, and prototype in Lovable and Cursor to put something in front of people before engineering time gets committed.
- Sit between engineering, partners, designers, and clients as the technical point of contact, and handle the builds myself across every account.

Head of Product Operations and Customer Experience | Feb 2024 – Oct 2025

goConfirm | Toronto, ON (Remote)

First non-engineering hire on a team of 7; led everything outside product development. Reported to the CEO. Company wound down October 2025.

- Owned roadmap prioritization with the CEO against user impact, fraud exposure, and technical constraints, then sequenced releases and staged the rollouts so changes never reached partners or users without context.
- Wrote the requirements, acceptance criteria, and edge-case analysis engineering built from, brought AI into the QA workflow, and ran 50+ interviews with users and partners to validate as we built.
- Instrumented the product in Amplitude, including a system that correlated ambiguous Sentry errors against support volume and onboarding throughput to find the fixes that would move both. It fed the forecasting model used for planning and board review.
- Designed the automation that let a distributed team of part-time agents sustain the operation, including n8n routing, LLM classification for free-text tickets, Zendesk, and an agent-facing Slack bot. Manual handling dropped roughly 50%.
- Turned support tickets and partner feedback into prioritized feature concepts, and fraud and risk signal into in-product mitigations. Built customer-facing prototypes to settle GTM and usability questions before committing engineering.
- Documented partner onboarding into a repeatable pipeline that tripled activation per person and moved 100+ communities live in a peak month. Membership grew to 70,000 across 600+ communities.
- Created the verification triage system, which branched onboarding errors automatically into self-serve fixes, guided intervention, or fraud detection, and resolved failures before they became tickets.
- Stood up the commerce fraud and risk function, which scored P2P transaction disputes by risk level and routed them from auto-close through to on-call paging. Unrecovered fraud stayed below 0.1%.

Product and Operations Lead, Ventures | Apr 2021 – Nov 2023

Thin Air Labs | Calgary, AB (Remote)

Recruited to co-found the venture operations function; ran a portfolio of 11 early-stage ventures across fintech, medtech, and marketplaces as a team of 4.

- Led product from discovery through launch alongside founders, designers, and engineers, and took 4 client MVPs to market. Repeat engagement across the portfolio stayed above 90%.
- Authored the venture playbooks for discovery, delivery, and go-to-market and trained staff to run them. Nobody was required to use them; they cut engagement ramp-up by roughly a third, so people did.
- Produced what engineering and stakeholders worked from, including customer journey maps, solution maps with dependency chains, effort-sized scope, ROAM risk registers, and milestone roadmaps that shifted from dates to outcomes once a team could judge its readiness.
- Ran 100+ discovery interviews across ventures, and partnered with UX on journey mapping, prototypes, and design critique.

- Researched reservation integrations for Krooshl, an accessibility-focused restaurant discovery platform, across the OpenTable, Resy, Tock, and SevenRooms REST APIs. None could submit a reservation, so I specified a widget-embed approach with an adapter pattern that let the provider be swapped without rewriting the data model.
- Partnered with engineering at Carbon6, an Amazon seller platform serving 200,000+ sellers, on an Auth0 identity framework that unified accounts across acquired products and supported onboarding thousands of sellers a month.
- Set up the early-access pilot pipeline and research framework for Rehabtronics, which ran across regulated data domains including KYB and healthcare with the partner hospital networks trialling their technology.

Program Manager, Customer Experience and Technology | Jan 2020 – Apr 2021

LUS Brands | Toronto, ON (Remote)

Led the CX and ecommerce tooling stack across 3 Shopify storefronts; managed 6 agents.

- Implemented the CX and support stack (Zendesk, Sprout, Guru) and built the Fivetran ETL pipelines feeding its data into product, financial, and logistics planning. First-response time fell by a quarter, CSAT rose 15%, and support headcount stayed flat through a year of doubled sales.
- Specced the work and coordinated delivery between design and engineering, which shortened the path from decision to shipped change.
- Started the first CRO and personalization program, including a product-selection quiz that raised add-to-cart rate and average order value.

Product Manager and Head of Community | Jun 2019 – Jan 2020

SV Academy | San Francisco, CA (Remote)

First product manager. Left to take a role created for me at LUS Brands.

- Hired the engineering team and set up the product-engineering infrastructure they worked in, including Jira, which gave executives their first real visibility into what was being built and how fast.
- Reworked the student and employer acquisition journeys, which cut cost per lead by more than 40% and doubled conversion.
- Launched a Slack community and live programming model that raised daily engagement roughly 50%.

Customer Support and Community Manager | Dec 2015 – Jun 2019

Wave Financial | Toronto, ON (Remote)

SMB accounting and payments platform serving 2M+ small businesses. Joined as a support agent; made the case for a role that did not exist and moved into it.

- Founding member of the UX research pod, a standing collaboration between design, product, and support that carried customer evidence into product decisions and shaped 3 retention-focused features.
- Grew Wave's online community from 0 to 12,000 members and built the accountant matching feature inside it, a two-sided marketplace connecting small businesses with the professionals who could do their books.

CONSULTING

Web Growth Manager | 2023 – 2024

7shifts | Saskatoon, SK (Remote) | restaurant workforce management platform serving 1M+ users

- Mapped where work was breaking down between marketing, product, and engineering, then led the cross-functional pod that tested a better shape. It became part of the case for a departmental restructure toward that model.
- Separately, drove CRO and site-improvement work to the annual trial conversion target within 3 months, then transitioned it to the internal team.

Product Manager (Fractional) | 2021 – 2022

Forward Security | Vancouver, BC (Remote) | application security orchestration platform

- Held the backlog, sprint planning, and release documentation for Eureka from prototype to prerelease, ran user research with developers and security practitioners, and set the reporting cadence between engineering and executives.

EDUCATION

SQL for Data Science | Coursera | 2021

Information Science, Graduate Studies | University of Toronto | 2014

History, Honours Bachelor of Arts | University of New Brunswick | 2013

TOOLING

Jira · Confluence · Productboard · Airtable · GitHub · GitHub Copilot · Cursor · Lovable · Sentry · Notion · Miro · Figma · Maze · UserTesting · n8n · Zapier · LLM APIs · Amplitude · Mixpanel · GA4 · Looker Studio · MySQL · Salesforce · HubSpot · Customer.io · Zendesk · Webflow · Framer