

Paul Butcher

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SUMMARY

Product leader with deep experience owning strategic vision and execution for complex digital portfolios. Led experience strategy across a \$1B+ cybersecurity product portfolio, built & enabled cross-functional teams, and translated ambiguity into measurable outcomes. Proven at shaping product roadmaps, driving revenue-impacting initiatives, and influencing executives through evidence-based prioritization and operational rigor.

EXPERIENCE

Director, Product Experience Strategy - Cyber & Intelligence Portfolio

Mastercard

November 2022 - Present, Salt Lake City, UT

- Product strategy and experience direction across Mastercard's global cyber portfolio (13 products, \$1B+ revenue), shaping multi-year roadmaps tied to customer insights, strategic opportunities, and validated investment cases presented to executive leadership.
- Built and scaled the Experience Strategy team from 1 to 8, establishing UX and research as core decision inputs across discovery and delivery.
- Drove \$78M in incremental revenue by validating and shaping a new product leveraging acquired data assets for financial services customers.
- Reduced early product lifecycle phases by ~50% with structured discovery workshops and standardized checkpoints.
- Introduced portfolio-wide optimization frameworks and CX metrics for post-launch evaluation, improving prioritization.
- Advised senior stakeholders with workshops, strategy memos and presentations, breaking cross-functional deadlocks and aligning teams on strategic tradeoffs.
- Championed a cross-org analytics initiative ("Customer Love Score") adopted by sales, support, and success teams, supporting improved renewals and monetization.

Solutions Architect, Enterprise Architecture & Strategy

Zions Bancorporation

July 21 - November 2022, Salt Lake City, UT

- Product strategy and roadmaps for enterprise digital experience platforms (CX, web, workplace, marketing technology) serving 10,000+ global, internal users.
- Led \$MM+ digital initiatives from strategy through execution, defining product vision, success metrics, governance models, and roadmaps.
- Acted as executive decision advisor, aligning competing priorities and presenting recommendations to C-suite and governance bodies.
- Partnered with cross-functional leaders to evaluate solution alternatives, aligning on investments balancing user experience, efficiency, and risk.

Senior Digital Strategist & UX Architect

The Berndt Group (Valtech)

April 18 - July 21, Baltimore, MD

- Led product strategy and roadmap development for \$MM+ digital transformation programs at large academic medical centers.
- Built and scaled brand-agnostic component/design systems, reducing wireframing time by 40% and accelerating time-to-market by ~30%.
- Mentored teams and established repeatable frameworks for discovery and delivery.

Senior UX Designer & Front-End Developer

42connect / GRO Design

March 17 - April 18, Cleveland, OH

- Designed and built UI/UX frameworks for web products.
- Worked closely with product and technical teams to scope and execute against business objectives.

Founder & CEO

GRO (Digital Product Consultancy)

March 14 - April 18, Cleveland, OH

- Founded and led a digital product consultancy, owning strategy, delivery, client acquisition, and P&L.
- Conducted customer discovery with dozens of small businesses, translating needs into scalable digital products.
- Led end-to-end product lifecycles from concept through launch and optimization.

EDUCATION

Chemical Engineering

Cleveland State University

Computational Neuroscience

The Ohio State University

SKILLS

AI Prototyping • Figma • React • Analytics Tools • Roadmapping Tools • Jira • Confluence • Design Systems