

Stephanie Binger

Product & Innovation Leader | Human-Centered Product Strategy and Transformation

Stephaniebinger1@gmail.com | +1 (509) 280-7940 | Spokane, WA | stephaniebinger.com

Product and innovation leader with 16+ years helping enterprise organizations turn ambiguity into meaningful outcomes by connecting user needs, business priorities, technology constraints, and delivery realities. Experienced across product strategy, product discovery, innovation programs, enterprise transformation, and operational platforms impacting customers, employees, and leaders at scale. Known for helping teams define the right problems, prioritize with evidence, and move from ideas to execution without losing the human context.

CORE STRENGTHS

Product Strategy | Product Discovery | Product Operations | Innovation Strategy | Enterprise Transformation | Human-Centered Research | Roadmap Prioritization | Customer and Employee Journey Mapping | Executive Storytelling | Cross-Functional Alignment | Workshop Facilitation | Feasibility Assessment | Agile, Waterfall & Hybrid Delivery | Generative AI Workflow Discovery

EXPERIENCE

Duke Energy

Senior Design Strategist, Product Strategy and Innovation

Remote | 2022 – 2026

Embedded across enterprise technology portfolios to help product, engineering, infrastructure, legal, and business teams define the right problems, evaluate delivery options, strengthen discovery practices, and improve product decisions before resources were committed.

- Co-led pre-funding discovery for a generative AI workflow opportunity, interviewing 21+ stakeholders across 11 sessions to define current-state pain points, workflow gaps, automation opportunities, and business value
- Led a three-week cross-functional workshop sequence to define the problem, assess build, buy, or modify options, and distinguish traditional automation opportunities from generative AI use cases, helping shape the business case used for a \$1.5M funding approval
- Stayed with the approved generative AI product as the assigned design strategist, conducting 30+ additional user interviews to inform workflow design, adoption considerations, and product decisions during buildout
- Coached two new Product Owners and one Change Manager on problem framing, backlog structure, stakeholder alignment, adoption planning, and executive communication as the product moved from concept to delivery
- Designed and implemented an upstream intake and prioritization process across 5 enterprise platforms, helping teams evaluate user desirability, business viability, and technical feasibility before committing delivery resources
- Facilitated 6+ cross-functional design thinking engagements with 50+ participants, helping teams clarify problem definitions and identify 20+ actionable product opportunities
- Introduced Dovetail, UserZoom, and PowerBI into discovery workflows so research findings could be captured, synthesized, and used more consistently in prioritization and roadmap decisions
- Translated user needs, system constraints, risks, and competing priorities into clearer options and decision points for product, portfolio, and executive stakeholders

Risze

Product Discovery and Strategy Consultant

Remote | 2022

Early-stage aviation technology startup developing drone-enabled aircraft inspection software for maintenance teams.

- Conducted in-person user interviews and workflow research at Davis-Monthan Air Force Base to understand how aircraft maintenance teams identified, documented, and managed inspection findings
- Created journey maps that revealed inspection work was heavily manual and paper-based, with most maintenance pain points occurring inside the aircraft rather than in the exterior drone-scan use case the company was actively building
- Recommended validating a higher-priority handheld inspection workflow before continuing investment in the external drone inspection solution, surfacing product-market fit risk earlier in the build cycle
- Facilitated founder workshops to clarify company vision, mission, and product direction as the team evaluated how emerging technology could better support real maintenance workflows

American Airlines and US Airways

Senior Product Manager/ Product Owner

Fort Worth, TX | 2016 – 2022

Senior Program Manager/ Project Manager

Phoenix, AZ | 2012 – 2016

Led enterprise product, program, and innovation initiatives across airline operations, customer recovery, airport systems, baggage, employee ideation, vendor platforms, and delivery transformation during and after the US Airways / American Airlines merger.

- Owned product strategy and execution for operational platforms supporting airline service recovery, including customer baggage notifications, baggage tracing, and hotel, meal, and transportation recovery tools used during travel disruptions
- Delivered Customer Baggage Notifications to 2M+ travelers, improving communication during delayed baggage situations and reducing uncertainty during high-stress travel moments
- Led enterprise product and program delivery across multi-million-dollar airline initiatives, coordinating business, technology, airport operations, vendors, and executive stakeholders through prioritization, implementation, risk management, and rollout decisions
- Led enterprise-wide coordination across engineering, airport operations, vendors, customer teams, and executive leadership during two high-risk system cutovers across 320+ airports
- Launched an automated hotel, meal, and transportation recovery platform across 300+ airports in 8 weeks, reducing manual coordination for frontline agents supporting disrupted travelers
- Operated as de facto enterprise product owner across multiple high-impact operational systems, providing product direction, backlog oversight, and cross-team coordination when ownership structures were unclear
- Supported the enterprise shift from project-based to product-based delivery, coordinating prioritization, dependencies, and cross-functional alignment as operational platforms evolved toward cloud-based environments
- Coached product and delivery teams through Agile and design thinking practices during delivery transformation, reinforcing stronger problem framing, prioritization, and execution discipline
- Conceived and piloted a voluntary employee ideation platform for one department's topic, left open company-wide to test demand. Reached 130% engagement in two weeks, with participation from 19 departments, surfacing ideas and institutional knowledge across silos
- Launched a virtual queuing pilot for airport service counters, improving how travelers moved through high-volume service environments and increasing Net Promoter Score by 10%
- Partnered with American Airlines' Emerging Technology team and 12 business units to redesign the annual Hack Wars hackathon around real operational challenges, increasing viable leader-approved prototypes from roughly 2 per year to 15
- Presented product strategy, delivery risks, budget status, and tradeoffs to senior leadership, helping maintain alignment and decision visibility across multi-million-dollar enterprise initiatives

American Express Business Travel

Team Leader

Phoenix, AZ | 2010 – 2012

Led high-volume travel service teams supporting major enterprise accounts, building the people leadership, coaching, and service operations foundation later applied to product, program, and transformation work.

- Managed and coached 30+ agents supporting KPMG and Intel accounts, improving first-contact resolution by 10% and helping travelers resolve issues more efficiently
- Created tailored coaching plans that increased agent revenue contribution by 15% while strengthening service quality and client relationships
- Built an accountability-focused team culture that resulted in 92% positive employee satisfaction while maintaining service quality in a high-volume travel support environment

US Airways / America West Airlines

Tower Operations Lead / Customer Service Supervisor

GEG, SNA, and PHX | 2005 – 2010

Built frontline airline operations leadership experience across airport customer service, supervision, and station control tower roles before moving into enterprise product, program, and innovation leadership.

- Coordinated real-time airport operations above and below the wing, including gate activity, ramp coordination, baggage movement, customer recovery, aircraft departures, and communication with the Integrated Operations Center during delays, weather events, and irregular operations
- Served as a Customer Service Supervisor and operational escalation point across multiple frontline teams, directing day-of-operation decisions without always relying on formal reporting authority
- Built firsthand understanding of airline workflows, operational pressure, customer disruption, and cross-functional decision-making later applied to enterprise products supporting airports, employees, and travelers

EDUCATION

Master of Science, Industrial & Organizational Psychology

University of Phoenix | 2014

Bachelor of Arts, Psychology

Arizona State University | 2010

TOOLS, METHODS & AFFILIATIONS

Methods: Product Discovery, Human-Centered Design, Journey Mapping, Design Thinking, OKRs, Change Management, Agile, Waterfall, Hybrid Delivery, Workshop Facilitation

Tools: Jira, Rally, Miro, Mural, Dovetail, UserZoom, PowerBI, Tableau, Figma, Sketch, Microsoft Office Suite

Airline / Operations Systems: SABRE, QIK, NetTracer, Customer Baggage Notifications, Hotel / Meal / Transportation Recovery Platforms

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



Scan for the story behind the strategy.