

Product, Systems & Operational Alignment

*Product direction and organizational
alignment across a global nonprofit*

CONTEXT

Young Life operates across a highly distributed global organization with interconnected staff, operational, finance, HR, support, and donor workflows.

My role has been to help create alignment across product direction, systems, operational priorities, and staff experience, ensuring teams have clearer direction, better coordination, and stronger decision-making structures as the organization evolves.

STRATEGIC FOCUS AREAS

- Product direction and prioritization
- Cross-system staff experience alignment
- Operational workflow simplification
- Product planning and release structure
- AI enablement and organizational readiness
- Alignment across product, operations, and technical teams

WHAT I DRIVE

I help define product direction, establish prioritization standards, shape planning and release rhythms, and connect field discovery directly to roadmap and operational decisions.

The work creates clearer structure for how teams evaluate priorities, coordinate across systems, and move from strategy into execution.

ORGANIZATIONAL IMPACT

- Priority recommendations and next steps
- Clearer organizational priorities
- Stronger alignment across teams and initiatives
- Product direction tied directly to staff workflows
- More consistent planning and execution rhythms
- Better visibility across interconnected systems and operational needs

Alignment creates momentum.

When product, systems, operations, and workflows move together, organizations execute faster and make better decisions.

Helping executive teams create clarity,
alignment, and forward motion.

Woodruff & Co.