



SAND CHERRY

Featured Skills

- Program/Project Management
- Product Management
- Mobile App Development
- Software Development
- Process Mapping & Evaluation
- Data Analysis and Reporting
- CX Optimization

Experience and Employers

- VP of Direct to Consumer, Nixplay
- VP of Direct to Consumer, LegalShield & IDShield
- VP of Consumer Product and Marketing, Sounds True

Education and Certifications

- Furman University, B.A.
- SCRUM Alliance, SCRUM Master Certification
- SCRUM Alliance, Product Mgmt Certification
- FINRA Series 7 & 66 (expired)

About me

Outside the office I am passionate about marine ecology, and I am an avid saltwater reef hobbyist.

Richard Jagisch

Professional Profile

Rich is a Consultant at Sand Cherry Associates, with 20 years of data-driven program management and software delivery experience spanning the telecommunications, broadband, and legal services verticals. Rich is an integral part of our firm's ongoing success in the design and delivery of strategic customer-centric initiatives through digitally-native, data-empowered solutions.

Rich has led numerous engagements focusing on program and project management for mobile app products and services. Their more recent work has centered on optimizing the customer experience within Android and iOS for user portals, marketing websites, and buy flow.

Prior to Sand Cherry Associates, Rich was VP of Direct to Consumer at both LegalShield and Nixplay, where they were responsible for leading digital programs, product strategy, and execution.

Professional Experience

- **Program/Project Management:** Drove efficient, on-time delivery of customer-centric mobile app projects within cross-functional teams at a large North American telecommunications company. Streamlined leadership review and approval processes, improving time-to-market efficiency. Built program plan, RAID log, and executive communications. Identified gaps, managed risks, and facilitated resolutions. Key partners included app and software development teams, marketing, product, and strategy teams.
- **Product Management:** Led the mobile app project to optimize the CX and purchase path, ultimately resulting in a 2.6% increase in conversion. Utilizing the PDLC model, identified key friction points through customer feedback and analytics, collaborated with design and development to build solutions, a/b tested hypotheses, and drove market launch.
- **Data Analysis and Reporting:** Designed and developed KPI metrics and dashboards to expose WIP capacity issues and drive solution planning. Delivered and presented a holistic project plan and capacity framework to the business, enabling metric-based negotiation of commitments and priorities, resulting in more accurate project timelines and proactive risk mitigation.
- **Software Development:** Drove technology re-platform of all customer-facing web properties to a headless CMS within a leading global legal services company. Owned reconciliation of business and technical requirements to deliver a more efficient platform that enabled business users to self-serve, reducing the need for expensive technical resources. Partnered with engineering, design, and product teams to build the experience utilizing the design architecture and user-friendly CMS UI from scratch. Led QA testing use-case definition and final deployment activities with Engineering and the business.
- **Customer Experience Optimization:** Delivered a new mobile app customer experience resulting in 3x conversion increase for a global legal services company. Implemented a new design system, reduced customer friction points, and optimized engagement to enable new acquisition paths. Utilized quantitative and qualitative data to identify opportunities, defined and implemented the user testing plan, and drove the integration of measurement tools to support the project goals.