

Blake McAmis

Product Manager

Remote, United States

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SUMMARY

Product Manager with over eight years of experience owning external-facing and internal digital platforms used daily by thousands of customers to transact billions of dollars annually. Experienced owning complex, regulated systems from early discovery through launch and ongoing iteration. Strong background balancing customer experience, growth, technical tradeoffs, and operational scale in high-trust environments where reliability and clarity directly impact revenue and outcomes.

EXPERIENCE

Rocket Pro / Rocket Mortgage

Product Manager

Remote | 2025 to Present

- Own product strategy, roadmap, and execution for broker-facing platforms that support loan origination, processing, and transaction workflows.
- Lead end-to-end customer journeys across onboarding, submission, decisioning, and fulfillment for systems supporting billions in annual loan volume.
- Partner closely with engineering to define system architecture, data models, and edge case handling for high-throughput, compliance-sensitive workflows.
- Identify friction points across the broker lifecycle and deliver phased improvements that increase adoption, throughput, and platform reliability.
- Balance customer experience, business impact, and technical feasibility when prioritizing investments across interconnected systems.
- Establish success metrics and monitor adoption, completion rates, and operational health to guide iteration and roadmap decisions.

- Lay foundations for automation and AI-assisted decisioning by standardizing workflows, improving data quality, and reducing manual intervention.

Rocket Mortgage

Senior Product Owner

Remote | 2023 to 2025

- Led recovery and modernization of externally used and internally supported platforms after multiple failed ownership transitions.
- Served as long-term subject matter expert for mission-critical systems supporting time-sensitive financial decisions under strict regulatory constraints.
- Owned roadmap and delivery for platforms used daily by external brokers and internal operations teams.
- Delivered improved analytics and operational visibility, enabling leadership to identify bottlenecks and drive measurable throughput gains.
- Worked hands-on with engineering teams to resolve ambiguous requirements, navigate technical tradeoffs, and ship scalable solutions without disrupting live traffic.
- Coordinated across product, engineering, operations, compliance, and executive stakeholders to align priorities and execution.

Rocket Mortgage

Product Owner

Remote | 2021 to 2023

- Owned backlog and delivery for customer-facing workflow platforms supporting loan processing, verification, and decisioning.
- Translated complex business rules and compliance requirements into intuitive user experiences for both external brokers and internal users.
- Partnered with UX and engineering teams to reduce friction in multi-step workflows used under heavy time pressure.
- Led release planning, stakeholder reviews, and production readiness for enterprise software used across multiple business lines.

Check Into Cash

Product Owner II, Product Owner, Business Analyst

Cleveland, Tennessee | 2017 to 2021

- Progressed from Business Analyst to Product Owner II while owning external-facing and internal financial services platforms.
- Led discovery, requirements definition, and delivery of systems supporting customer onboarding, payments, and compliance workflows.
- Designed and implemented fraud detection and prevention capabilities, generating over one million dollars in year-over-year fraud savings.
- Partnered with third-party vendors and internal engineering teams to deliver secure, scalable software in regulated environments.
- Acted as operations liaison between business, product, and technology teams to ensure solutions aligned with real-world user needs.

SKILLS

Product Strategy and Roadmapping
External Customer Journeys and Adoption
Lifecycle and Workflow Platforms
Product Analytics and Metrics (Amplitude, Glassbox)
High-Throughput and Regulated Systems
Cross-Functional Leadership
Technical Tradeoff Analysis
Automation and AI Readiness Foundations

RECOGNITION

- **Rocket Honor Award**, three-time recipient. Company-wide recognition awarded to top performers for exceptional impact, leadership, and results.