

Camille Hall

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PROFESSIONAL EXPERIENCE

DRW

Head of Product, Denex.io

Houston, TX

November 2024 – Present

- Established the product delivery model for DRW's Canton product development group, leading continuous product strategy across multiple Canton Network-based applications—from initial MVP launch to scaled feature development by implementing agile methodologies, product backlogs, roadmaps, and DevOps release strategy.
- Lead end-to-end product execution across new and existing platforms while managing a team of 5 product managers, a UX/UI designer, and QA.
- Built AI-driven product development workflows and custom automation agents to streamline product discovery, requirements documentation, rapid prototyping, and development-ready user story creation—improving alignment and delivery efficiency between product and engineering teams.

Notable Achievements:

- Designed and implemented a new subscription model for initial bandwidth purchasing application to align usage tiers and bandwidth forecasting, reducing operational costs by 33%.
- Redesigned licensing and billing frameworks of the first Canton Network application by implementing tokenomics-driven billing strategies, resulting in a 220% increase in application revenue without expanding the customer base.

Umbrage, Part of Bain & Company

Director of Product Management

Houston, TX

February 2023 – November 2024

- Led cross-collaboration between Product Management, Product Design, and Product Engineering teams in product discovery and design, defining product requirements and creating roadmaps aligned with business goals.
- Governed project scope, budget, requirements, timeline, and statement of work deliverables. Responsible for modeling and advocating for product management best practices while mentoring a team of product managers and fostering a culture of excellence and continuous improvement.

Notable Achievement:

- Led successful MVP launch of the Smart Charge Commercial platform as Product Strategy Lead, developing the first nationwide Commercial Managed Charging program for electric vehicle charging operators. The product enabled program management and incentivized EV charger operators with reward payments based on grid-beneficial charging behavior.

Agile Brains Consulting

Solutions Lead, Director of Energy

Remote/New York, NY

August 2021 – February 2023

- Lead team of Solutions Consultants for all Energy Trading and Risk Management (ETRM) projects, acting as Subject Matter Expert in power & natural gas commodities. Expert in Agile/Scrum and iterative software development practices including daily standups, backlog grooming, sprint planning, demos, and retrospectives.
- Translated existing business processes to upgraded software product. Document requirements, develop testing strategy, and train end-users on utilizing upgraded software to perform job duties including analyzing results, data reconciliation, and software troubleshooting.

Notable Achievement:

- Solved three-year project bottleneck of successfully troubleshooting Inventory Valuation process necessary for the completion of the monthly Accrual for all natural gas and power transactions in the implemented FIS Aligne Gas Transaction system. This enabled the successful delivery of the FIS Aligne product as the new system of record for all accounting transactions and regulatory reporting.

Quorum Software

Senior Consultant

Houston, TX

March 2020 – August 2021

- Analyzed and translated existing accounting processes and requirements into configuration of Quorum's gas plant accounting software (TIPS). Lead testing efforts to validate configuration and gain client sign off for go-to-market (go-live) application transition.
- Product training Subject Matter Expert. Delivered client training and live demos of TIPS application and web-based solutions.

Direct Energy

Pricing Strategy & Analytics Analyst

Houston, TX

April 2017 – August 2018

- Executed and ensured accuracy of revenue rate forecasting for retail fixed and variable books accounting for energy hedges and load forecasting across all markets and commodities.
- Performed profitability, sensitivity, cohort and ad-hoc analysis on new products and offers. Monitored current and past performance of product offering and provide analysis and product recommendations through quarterly product rationalizations.

Notable Achievement:

- Customer Lifetime Value Model: contributed to back-end design and dynamic query building for on-system solution for calculating Customer Lifetime Value by segmentation and expected churn, with load and gross margin forecasting to reach final CLV, breakeven point, and expected customer duration.

Fidelity Information Services*Professional Services Consultant - Global Trading***Houston, TX***May 2014 – April 2017*

- Provided customers with on-site client services primarily focused on the configuration and implementation of SunGard's ETRM software product Align. Conducted business process analysis and modeling, system configuration, software enhancement design and documentation, software training, testing design and execution, troubleshooting, solution documentation and issue management.

Notable Achievements:

- Implemented MTM, P&L, VaR, and Stress testing reporting along with successful transition of complex formula deal types including swaps, physicals, basis swaps with multi-month forward formula pricing.
- Subject Matter Expert in Dodd Frank regulatory reporting. Lead successful implementations of customized design of eConfirm interface solution for client's North American Natural Gas, Power, and Oil businesses. Converted code from external interface to new system (Align) by use of API, complex procedures, view, and table creation.

Barclays Investment Bank*Commodities Trade Control Analyst***Houston, TX***January 2014 – May 2014*

- Reconciled all hybrids, exotics and structured products trades for the US and UK commodities desks.

Goldman Sachs*Product Control Summer Analyst***New York, NY***June 2013 – August 2013*

- Prepared and analyzed daily Profit and Loss of Crude Oil Derivatives trading desk, performed daily balance sheet substation, monitoring, and analysis and reconciled daily positions from sub-ledger to firm-wide general ledger.

SKILLS

Product management: Product strategy & roadmapping · Prioritization · Customer feedback loops · DevOps Release strategy · 0→1 and scale delivery models

AI product operations: Agentic AI workflows · Custom automation agents · AI-assisted discovery & requirements documentation · Rapid / code-ready prototyping

Tools & platforms: Jira · Azure DevOps · Notion · Miro · GitHub · Feature flagging · Cursor / Claude / LLM-assisted product workflows

EDUCATION

Stephen F. Austin State University

Bachelor of Business Administration in Finance and Economics (dual major)

Nacogdoches, TX