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# **MICHELLE SALOPEK**

**DIRECTOR OF OUTREACH**

Michelle Salopek is a product and UX strategy leader focused on how organizations discover, design, and deliver better products, especially in complex, regulated, data-heavy environments. Her work spans banking, wealth management, fintech, and higher education, where she has led platform unification initiatives, improved onboarding and adoption, and operationalized UX and product practices for scale. As a PDMA Pittsburgh board member, she's dedicated to advancing product innovation skills in the region through education, community, and real-world application of best practices.