

Product management executive with deep experience in UX, engineering, and agile project management able to achieve amazing results for B2B / B2B2C SaaS products

## WORK EXPERIENCE

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Membersy – Austin, TX 2021 – present

### Head of Product / VP of Product

Directed onshore and offshore product teams at a B2B2C fintech / wellness SaaS that builds payment tools and subscription infrastructure for the dental industry.

- Led discovery for high-profile customers and implemented business value in the product for accounts worth a projected \$30M.
- Introduced and drove adoption of company and departmental OKRs to keep teams aligned and focused on what matters.
- Established and oversaw product development process as agile coach, resulting in a throughput improvement of 63% by an offshore team.
- Established user persona profiles in cooperation with key stakeholders.
- Managed product roadmap and transparently kept stakeholders informed.
- Implemented product analytics with Pendo to gain actionable user insights.
- Coached data analysts to build a reporting framework for customers.
- Collaborated with the implementations team to roll out onboarding efficiency enhancements and membership plan microsites for customers.

Administrate – Edinburgh, UK (remote) 2019 – 2021

### Lead Product Manager

Scaled and coached a team of product managers to release tangible business value for an enterprise B2B2C training management SaaS platform.

- Drove discovery and execution of product solutions for the company's largest customers, constituting over 50% of company revenue.
- Launched major SSO, e-commerce, and LMS module integration features.
- Collaborated across departments to forge sustainable project management processes to consistently deliver solutions for customers on schedule.
- Worked with up to 4 remote EMEA-based engineering teams concurrently to release platform enhancements in EMEA and North America.

## CONTACT INFORMATION

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## EDUCATION

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**Agile Certified Practitioner (PMI-ACP)**  
2018

**Project Management Professional (PMP)**  
2017

**BFA Communication Design**  
Concentration in Interactive Media  
Texas State University

## EXPERIENCE SUMMARY

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### Management

People: 7yrs  
Product: 5yrs  
Engineering: 4yrs

### SaaS Customers

Enterprise B2B: 6yrs  
SMB B2B: 5yrs  
D2C: 5yrs  
B2B2C: 4yrs

### Industries

Social / Community: 6yrs  
Travel / Hospitality: 6yrs  
Finance / Investing: 5yrs  
Healthcare / Medical: 4yrs  
Education / Training: 3yrs  
Ecommerce / Retail: 2yrs  
Non-Profit / Govt.: 2yrs  
Entertainment: 2yrs

## WORK EXPERIENCE

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Oracle – Austin, TX 2016 – 2019

### Principal Product Manager, Social Cloud

Initiated and led the global UX team for an enterprise social media AI / ML listening, analytics, engagement, and publishing B2B SaaS platform.

- Drove organizational change to use a more data-driven approach to strategic project prioritization, agile roadmap planning, and user behavior analysis.
- Directed the implementation of an enhanced onboarding experience for first time users to immediately demonstrate value and get them engaged.
- Launched persona-based dashboards to give users insights into the KPIs they are most likely to care about, w/ a 2nd phase planned for full personalization.
- Audited disparate products to standardize navigational patterns and nomenclature across the platform.
- Prioritized and published enhancements for the Social Cloud mobile app.

### Software Development Manager, Social Cloud

Led a team of full stack developers to extend a high volume social media engagement SaaS app built with Ruby on Rails and React JS. Drove platform improvements that decreased delayed messages by 75%. Built reporting tools to measure key application performance metrics.

Snabbo – Dallas, TX (remote) 2008 – 2013

### Chief Product and Technology Officer

Developed and grew a social network for the Baby Boomer generation from 0-1. The social network included a robust advanced member search, groups, discussion boards, photo albums, and contests.

- Executed on growth marketing strategies that resulted in viral growth of 1,558% (538 to 8,923) in verified membership over the span of 2 months.
- Created an advanced, parameterized friend search to help members find others with similar interests, work history, school attendance, and cities of current and past residence.
- Designed and developed numerous marketing microsites and a satirical political web game (<http://boomerz.snabbo.com>).
- Published a companion mobile app to the iOS App Store which allowed members to read and post to their feed.

## WORK EXPERIENCE, cont.

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### Chief Technology Officer

MicroVentures – Austin, TX  
2013 – 2016

Developed a next generation equity crowdfunding B2C SaaS platform for a fintech startup. Hired, mentored, and trained UX designers and full stack developers.

### BI DevOps Engineer

Apple – Austin, TX  
2014 – 2015

Built and maintained internal development, deployment, reporting, data processing, and help desk tools on the Shared Services and Infrastructure team.

### Owner / Lead Developer

Dragon Eye Design – Austin, TX  
2007 – 2013

Led technical and creative aspects of agency projects. See [dragoneyedesign.com](http://dragoneyedesign.com).

### Frontend Web Developer

HomeAway – Austin, TX  
2005 – 2007

Developed common UI architecture and components skinned for HomeAway.com and 3 sub-brand sites.

## VOLUNTEERING

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### Neighborhood / Upward Sports

Soccer Coach

### Accessibility Internet Rally

Development Team