

SPECIAL ABILITIES

- Over 10 years' experience delivering dynamic, interactive web applications and websites for a full range of customers and users
- Product owner rooted in user experience who is no stranger to hypotheses and experiments to determine if the best course is to persevere or pivot
- Customer discovery expert, digging out the truth about who, what, and why now
- Research user activities down to very specific workflows, the blockers and the gaps, to drive experiments through to product development
- Technical, with skills using Git, Git & GitHub flow, unit testing, MySQL queries, Ruby commands; striving to reach MVP with the least amount of development required
- Fluent in project management processes and tracking progress using tools from Kanban boards, tasks and stories (PivotalTracker), GitHub issues, to burndown lists.

More details on specific products and projects at sandy-sage.com

WORK EXPERIENCE

REDSSON

Redsson LTD (Denver, CO)
Head of Product

July 2015 ...

- Introduced a business model for each product line with personas, drivers, problems, channels, and revenue to identify and prioritize the high return efforts for the organization as a whole
- Leverage channels for incremental growth of early adopters for innovator stage feedback
- Identify exponential growth channels for mass market adoptions based on learnings from MVP
- Hypothesize and experiment to validate ideas
- Create user stories with context and schedule development based on priorities from both internal and external forces
- Collect qualitative and quantitative feedback from efforts spent to determine next steps; measure and learn before building
- Build rapid pre-prototypes for fast direction without interrupting other initiatives

Products include: GausSystems, Cancer Registry, Returned Mail, Parachute, Print / Mail Systems

Crowd Favorite

Crowd Favorite (Denver, CO)
Head of Project Management; Client Product Owner

June 2011 – July 2015

- Supported business development with initial scope evaluation, high level estimates, and proposed planning/design/implementation/management/closing approaches to best fit the requirements
- Worked with clients directly to evaluate requirements, establish user stories, identify MVP options, test with intent to learn, and deliver to solve problems (not prescribed solutions)
- Managed the lifecycle for multiple concurrent projects for several products; roughly \$3.8M annual project portfolio budget
- Coordinated resources across a distributed team for a range of services

Clients include: Phish, Disney, National Geographic, NIH, The Pioneer Woman, Starz



Orbit Design (Denver, CO)
Project Manager

July 2007 – June 2011

- Implemented and managed a system to integrate business development, operations, and account management with project management processes
- Managed 12-20 projects concurrently at any given time



Euro RSCG 4D Impact (Atlanta, GA)
Regional Field Manager

Sept 2005 – July 2007

- Managed 30 merchandising employees servicing advertisements throughout the nation.



Home Depot Refacing (Atlanta, GA)
Marketing Manager

Nov 2004 – Sept 2005

- Worked with the Home Depot teams to increase leads by 20%, researching and measuring results
- Promoted from Sales Consultant (started in 2003)

EDUCATION

- **MS, IT & Project Management**
Colorado Technical University – 2012
- **Project Management Professional (PMP) certification**
Project Management Institute (PMI) – 2011
- **BA, Art**
Virginia Tech – 2003