

# WILL SANSBURY

willsansbury@gmail.com · 678-209-9118 · willsansbury.com

I'm a software executive seeking a leadership role at a product-centric company where I can apply my 24 years of experience in product management, customer and user experience, and Agile development to build and inspire strong teams that deliver outstanding results.



## Leadership Experience

### DELUXE

**Director, Agile Practice & User Experience**

October 2017 – Present

I lead two distinct teams. The Agile Practice team ensures that our cross-functional Agile delivery teams are encouraged to find better ways to deliver and maximize the value we create for our customers. The User Experience team brings our customers to the forefront of everything we do so that our products reflect and respect the people who use them.

#### Highlighted Accomplishments

- Improved culture of ownership by creating monthly operations reviews examining common KPIs including sprint performance, product quality, team morale, product management effectiveness, and progress on key initiatives for each product (such as the adoption of continuous integration or automated regression test coverage) for each product
- Championed and secured funding for the Unify design system, which provides design guidelines and a collection of reusable components for all customer-facing products
- Spearheaded standardization of tools to enable an enterprise-wide view of Product Development (migrated 58 development projects on disparate systems to a common instance of Atlassian Jira in under six months)
- Led a high-profile innovation experiment at Deluxe Exchange 20 where a small team used Design Thinking and user-centered design to co-create with conference attendees a product concept, which was demoed live at the closing keynote

### DELUXE

**Product Management Transformation Leader**

October 2019 – February 2020

I was selected for a special assignment leading the Product Management transformation as part of the new CEO's New Day transformation program.

#### Highlighted Accomplishments

- Surveyed current-state product management practices from all Deluxe products, including dozens of unintegrated acquisitions, and created a blueprint for transformation for highest-value areas
- Introduced Pragmatic Framework to drive common expectations and vocabulary of Product Management

- Inventoried products and organized the portfolio to align with Deluxe's reorganized segments (Payments, Cloud, Promotional, and Checks)
- Designed, developed, and launched an internal portal where all Deluxe employees can learn about each product, review its strategy and position in the market, and see a current theme-based product roadmap
- Developed a go-to-market framework that positioned our products in terms that reflect our customers' experiences

## DELUXE

### Director, User Experience

June 2015 – October 2017

I was recruited into Deluxe to introduce user-centered research and design practices to the Financial Services segment.

#### Highlighted Accomplishments

- Educated broader organization on user experience through a series of presentations
- Grew team to five by meeting with product management leaders to explain the value of user experience and secure funding for roles
- Developed a series of User Experience Toolkits that enabled teams without a dedicated user experience practitioner to minimize bias in their user research, create ad hoc personas, understand user journeys, hold design studio (charrette) sketching workshops, and conduct usability evaluations (heuristics and usability testing)

## DAXKO

### Director, Product Strategy & Design

November 2012 – June 2015

After the successful launch of Daxko Engage, I was promoted to have product responsibilities for Daxko's entire portfolio.

#### Highlighted Accomplishments

- Transitioned the company from hyper-focus on individual customer needs to a broader market focus
- Increased transparency with customers by moving from inflexible once-a-year roadmaps to publicly accessible theme-based roadmap that was updated monthly
- Created an internal incubator program that leveraged Lean Startup principles to rapidly explore and validate new product ideas, including Daxko Well, a corporate wellness solution that reached profitability within three months of inception
- Participated in due diligence and negotiation of terms for partnerships and acquisitions, and oversaw the integration of acquired products
- Created *The League of Extraordinary Leaders*, an internal leadership forum where all people leaders openly discussed issues the company was facing, leading to decreased perception of power distance between the executive leadership team and other leaders

## DAXKO

### Interim Product Manager

April 2012 – November 2012

I was asked to step in to salvage Daxko Engage, a new product initiative that was failing.

#### Highlighted Accomplishments

- Refocused project on a user-centered process, which allowed us to trim planned scope by ten months (from fourteen months to four months)

- Delivered MVP to early adopters within four months, producing enough validation to justify continued investment
- Launched general availability product five months later, and within the first quarter generated over \$1M in annual recurring revenue

○ **DAXKO**

**Product Design Manager** September 2010 – November 2012

I was hired to increase Daxko's user-centered design capabilities.

**Highlighted Accomplishments**

- Established a user experience design team by teaching existing business analysts how to conduct a user-centered design process
- Worked with Jeff Patton to introduce Balanced Team concepts to product ownership, dramatically improving the relationship between the software engineering and product management teams
- Championed innovation by creating Daxko Lab Days—three-times-a-year innovation sprints during which our teams took a week off of roadmap work to self-organize around projects of their own design, resulting in multiple new product opportunities



**Other Experience**

○ **CARESTREAM DENTAL**

**Interaction Designer** March 2010 – September 2010

○ **SILVERPOP**

**Product Usability Specialist** September 2009 – March 2010

○ **IPSWITCH**

**Information Architect** January 2009 – September 2009

○ **IPSWITCH**

**Senior Information Developer** December 2003 – January 2009

○ **POWERSERVE INTERNATIONAL**

**Web Developer** July 2001 – December 2003

○ **MENTALSOUP**

**Co-founder** August 1999 – July 2001

○ **METROQUEST**

**Web Development Manager** June 1997 – August 1999

○ **GLOBALNET INTERNATIONAL**

**Web Designer** October 1996 – April 1997



## Education & Certifications

- **BACHELOR OF ARTS**  
Augusta State University, Augusta, GA  
Major in English; minor in Communications
- **CERTIFIED SCRUM PRODUCT OWNER**  
Scrum Alliance
- **CERTIFIED SCRUM MASTER**  
Scrum Alliance



## Awards & Recognition

- **NEW DAY AWARD**  
Deluxe 2020  
One of 100 employees honored for their contribution to the New Day transformation
- **THRIVE VALUES AWARD**  
Deluxe 2019  
Honored for embodying the Execute value
- **THOUGHT LEADERSHIP ACADEMY**  
Deluxe 2016  
Chosen to participate in the CEO's year-long development program for high-potential leaders
- **ACHIEVERS CLUB**  
Daxko 2014  
Recognized for successful new product launch