WILL SANSBURY

VISIONARY PRODUCT LEADER | TRANSFORMATION AGENT | GROWTH & INNOVATION CATALYST

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SUMMARY

Dynamic product management leader driving growth and innovation through a human-centered lens. As Head of Product Management at Logility, orchestrated transformative initiatives propelling the company to a higher-profit SaaS business model and securing a position in the Leader quadrant on the 2024 Gartner® Magic Quadrant™. Streamlined operations at Deluxe Corporation, achieving significant cost savings and an 80% increase in cross-sell opportunities. Led growth strategy at Daxko, expanding TAM by 1200% and launching profitable new (0 to 1) products.

PROFESSIONAL EXPERIENCE

LOGILITY, INC. (Subsidiary of American Software, Inc.)   Atlanta, GA

Logility is a public enterprise software company that specializes in advanced supply chain planning solutions, helping clients optimize operations and enhance decision-making through the power of artificial intelligence and machine learning.

Head of Product Management · 5 direct reports, 13 in org   May 2021 - Present
- Defined product strategy that secured Logility a Leader position on the 2024 Gartner® Magic Quadrant™ for Supply Chain Planning Solutions.
- Led large-scale cross-functional change management program to transform legacy on-premise point solutions into a unified SaaS platform, increasing SaaS revenue by 119% and EBITDA by 115%.
- Built user experience team and overhauled dated inconsistent user interfaces through targeted redesigns and adoption of a UX design system.
- Strengthened Logility's end-to-end supply planning portfolio through multiple strategic acquisitions.
- Delivered first-to-market generative AI supply chain planning assistant, which helped non-technical users to extract insights from cryptic supply chain data using natural language queries.

DELUXE CORPORATION   Atlanta, GA

Deluxe Corporation is a public company that has provided fintech, payment, data, and marketing automation solutions to small businesses and financial institutions for over a century.

Product Operations Leader · Individual contributor   October 2018 - April 2021
- Led design and implementation of an enterprise-wide product management organizational design, including defining common roles, titles, and responsibilities and collapsing dozens of siloed product management teams into one organization, saving $4.1MM in planned headcount.
- Implemented V2MOM management system across more than 150 products and 200 functions and teams to set and align goals across the enterprise, leading to 46% reduction in project failure.
- Developed enterprise-wide go-to-market strategy that realigned our portfolio with common customer profiles and their needs, achieving an 80% increase in qualified cross-sell opportunities and raising average products per customer from 1.1 to 1.4.
- Received the 2020 New Day Award for significant impact in organizational innovation and process improvement.

Director of Agile Practice, Release Management, and User Experience · 4 direct reports, 16 in org   June 2015 - October 2018
- Drove adoption of a unified workflow in Atlassian Jira across 58 teams in 12 tools, creating the company's first holistic view of the portfolio of active projects.
- Established monthly operations reviews for scrum team leaders, sharing KPIs to improve coaching methods, resulting in a 28% boost in delivery forecast accuracy and a 66% increase in scrum team satisfaction.

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- Built the company's first user experience team and delivered results that justified growing the team from five people to twenty over eighteen months.
- Received the 2019 THRIVE award for exceptional execution, impactful leadership, and process innovation.

DAXKO   Birmingham, AL, and Alpharetta, GA

Daxko is a private equity-backed provider of SaaS software solutions for member-based organizations that offers management and engagement tools to help fitness centers, health clubs, and nonprofits optimize operations and improve member experiences.

Director of Product Strategy and Design · 5 direct reports, 12 in org   November 2012 - June 2015

- Designed and implemented a growth strategy that included expansion into adjacent markets with our flagship solution, rapid introduction of profitable new products, and optimization of packaging and pricing, resulting in a 1200% increase in the total addressable market (TAM).
- Initiated an internal incubator leveraging rapid experiment-driven exploration of opportunities, which successfully launched Daxko Well, a corporate wellness solution that ramped to profitability within four months.
- Enhanced customer transparency by transitioning from annual time-based roadmaps to an accessible, dynamic Now/Next/Later theme-based roadmap.

Product Design Manager · 4 direct reports   September 2010 - November 2012

- Revitalized a stagnating new product initiative by adopting Lean Startup and Design Thinking methods, successfully launching Daxko Engage within five months and achieving over $1MM in bookings in the first quarter of general availability.
- Pioneered Daxko Lab Days, a triannual innovation sprint, allowing teams to divert from routine roadmap tasks for a week to focus on creative projects, culminating in seven new features and one novel product in two years.
- Recognized with the 2012 Daxko Achiever Award for outstanding leadership and the successful turnaround of Daxko Engage.

EDUCATION & PROFESSIONAL DEVELOPMENT

BA, ENGLISH LITERATURE/COMMUNICATIONS
Augusta State University, Augusta, GA

BUSINESS STRATEGY: ACHIEVING GROWTH THROUGH INNOVATION
Columbia Business School

EFFECTIVE LEADERSHIP: PEOPLE, TEAMS, AND CULTURE
Columbia Business School

OKR & V2MOM CERTIFIED RESULTS COACH
WorkBoard

CERTIFIED SCRUM PRODUCT OWNER
Scrum Alliance

CERTIFIED SCRUM MASTER
Scrum Alliance