WILL SANSBURY

STRATEGIC PRODUCT MANAGEMENT LEADER | PROVEN SUCCESS IN SAAS & GO-TO-MARKET STRATEGIES
EXPERT IN BUILDING & SCALING TEAMS | DRIVING 0-TO-1 PRODUCT INNOVATION & MARKET EXPANSION

Atlanta, GA · 678.209.9118 · sansbury.will@gmail.com · LinkedIn.com/in/will-sansbury · willsansbury.com

SUMMARY

Dynamic product leader driving growth and innovation through a human-centered approach. At **Logility**, I led transformative initiatives, transitioning the company to a high-profit SaaS business model and securing a position in the **Leader quadrant of the 2024 Gartner® Magic Quadrant™**. At **Deluxe Corporation**, I restructured the product management organization, saving **$4.1M** in headcount costs while driving an **80% increase in cross-sell opportunities** through a comprehensive go-to-market strategy. At **Daxko**, I spearheaded a growth strategy that expanded the total addressable market (TAM) by **1200%** and launched multiple new (0-to-1) products, including Daxko Well, which achieved profitability within four months.

PROFESSIONAL EXPERIENCE

LOGILITY (Subsidiary of American Software, Inc.)   Atlanta, GA
Logility is a publicly traded enterprise software company specializing in advanced supply chain planning solutions, helping clients optimize operations and enhance decision-making through artificial intelligence and machine learning.

SVP of Portfolio and Product Management · 5 direct reports, 20 in org   May 2021 - Present
- **Crafted and executed a product strategy** that positioned Logility as a **Leader in the 2024 Gartner® Magic Quadrant™**, driving market leadership in the supply chain planning space
- **Doubled cloud subscription revenue** from **$42.1M in FY 2022** to **$85-88M projected in FY 2024** by leading strategic SaaS innovations, expanding recurring revenue streams, and performing strategic acquisitions
- **Launched the first-to-market generative AI supply chain assistant**, revolutionizing data accessibility for non-technical users and solidifying Logility's position as an **industry innovator**
- **Established and scaled a new user experience team**, resulting in **a 20% increase in customer satisfaction** through targeted redesigns and implementation of a UX design system

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.

Director of Product Operations · Individual contributor   October 2018 - April 2021
- **Drove an enterprise-wide go-to-market strategy**, increasing cross-sell opportunities by **80%** and boosting average products per customer from 1.1 to 1.4, contributing to Deluxe's **$1.79B** total revenue in 2020
- **Led the reorganization of product management**, consolidating teams and saving **$4.1M** in headcount costs, aligning with Deluxe's shift toward the Payments and Cloud Solutions spaces
- **Implemented the V2MOM management system** across 150+ products and 200+ teams, reducing project failure by **46%** and supporting EBITDA of **$364.5M** in 2020 despite restructuring
- **Received the 2020 New Day Award** for driving organizational innovation, contributing to Deluxe's strategic transformation and efficiency gains

WILL SANSBURY

Director of Agile Practice, Release Management, and User Experience · 4 direct reports, 32 in org   June 2015 - October 2018
- Defined and drove the adoption of a **unified software development lifecycle (SDLC) process** across 58 teams, consolidating 12 tools down to 1, creating the company's **first holistic view of active projects**
- **Established monthly operations reviews for scrum team leaders**, leveraging KPIs to enhance coaching and decision-making, driving a **28% boost in delivery forecast accuracy** and a **66% increase in scrum team satisfaction**.
- **Built the company's first user experience team**, scaling from **0 to 20 over 18 months**
- **Awarded the 2019 THRIVE award** for **exceptional execution**, demonstrating a strong ability to drive operational efficiency and innovation

DAXKO   Birmingham, AL, and Alpharetta, GA
Daxko, a private equity-backed provider of SaaS software for member-based organizations, builds solutions that 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 expanded the flagship solution into adjacent markets, rapidly introduced profitable new products, and **optimized packaging and pricing**, resulting in a **1200% increase in total addressable market (TAM)**
- **Launched multiple products from 0-to-1**, including **Daxko Well**, a corporate wellness solution, which **achieved profitability within four months** and unlocked a **$100M market opportunity**
- **Initiated an internal incubator**, driving rapid, experiment-based exploration of new business opportunities, leading to the **successful launch of Daxko Well** and its quick path to profitability
- **Enhanced customer transparency** by transitioning from **annual time-based roadmaps** to a more accessible and adaptable **Now/Next/Later theme-based roadmap**, improving communication and aligning stakeholder expectations

Product Design Manager and **Interim Product Manager** · 4 direct reports   September 2010 - November 2012
- **Revitalized a stagnating new product initiative** by applying **Lean Startup and Design Thinking methods**, leading to the successful launch of **Daxko Engage within five months** and achieving **over $1M in bookings** during the first quarter of general availability
- **Pioneered Daxko Lab Days**, a triannual innovation sprint that empowered teams to break away from routine tasks and focus on creative projects, resulting in **seven new features** and **one novel product** developed over two years
- **Recognized with the 2012 Daxko Achiever Award** for **outstanding leadership** and the successful turnaround of **Daxko Engage**, contributing significantly to the product's rapid market success

Full work history available upon request.

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