

## SUMMARY

Results-oriented product management and design leader with extensive experience in executive oversight of product portfolios, driving market-defining innovation and aligning product strategy with corporate goals. Recognized for transforming SaaS businesses, delivering double-digit revenue growth, and implementing high-impact go-to-market strategies. Proven ability to influence board-level decisions and lead cross-functional teams to create long-term value through customer-centric product development and organizational transformation. Expert in building innovation pipelines, optimizing market segmentation, and developing high-performance cultures in fast-paced environments.

## LEADERSHIP EXPERIENCE

### LOGILITY

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

- **Positioned Logility as a Market Leader:** Executed a SaaS transformation strategy that led Logility to the Leader quadrant in the 2024 Gartner® Magic Quadrant™.
- **Doubled Cloud Subscription Revenue:** Increased revenue from \$42.1M to an anticipated \$85-88M (FY 2024) by expanding recurring revenue streams and leading strategic acquisitions.
- **Pioneered Generative AI Product:** Launched the industry's first generative AI assistant for supply chain planning, increasing customer retention and setting Logility as an innovation frontrunner.
- **Enhanced Customer Satisfaction:** Scaled a new UX team, driving a 20% boost in customer satisfaction and implementing a UX design system that reinforced user engagement and loyalty.

### 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

- **Led Go-to-Market Strategy Transformation:** Drove an enterprise-wide strategy, elevating cross-sell rates by 80% and contributing to Deluxe's \$1.79B total revenue (2020).
- **Restructured Product Teams:** Consolidated teams, saving \$4.1M, and transitioned product management toward cloud solutions, strengthening Deluxe's strategic pivot.
- **Reduced Project Failure by 46%:** Implemented the V2MOM framework across 200+ teams, enhancing operational efficiency and delivering EBITDA of \$364.5M despite market challenges.

**Director of Agile Practice, Release Management, and User Experience** · 4 direct reports, 32 in org June 2015 - October 2018

- **Standardized Development Lifecycle:** Unified the software development process across 58 teams, consolidating 12 tools into 1, establishing Deluxe's first holistic project visibility.
- **Boosted Team Satisfaction and Performance:** Instituted monthly operations reviews and KPIs, improving delivery forecast accuracy by 28% and team satisfaction by 66%.
- **Built Deluxe's First UX Team:** Grew the team from 0 to 20, driving UX improvements to improve customer engagement and retention.

#### 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

- **Expanded TAM by 1200%:** Developed a growth strategy that unlocked new markets and geographies, introduced profitable products, and optimized pricing, increasing TAM by 1200%.
- **Launched Incubator for New Product Innovation:** Established Daxko's internal incubator, fueling innovation and creating new revenue streams through rapid experimentation.
- **Accelerated Product Discovery and Introduction:** Launched Daxko Well, a wellness solution, achieving profitability in four months and successfully opening up a multi-billion dollar market.

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

- **Revitalized New Product Initiative:** Used Lean Startup and Design Thinking to successfully launch Daxko Engage, which generated \$1M in bookings in its first quarter.
- **Initiated Innovation Sprints:** Introduced "Daxko Lab Days," leading to seven new product features and one novel product over two years, fostering creativity and engagement

#### OTHER PROFESSIONAL EXPERIENCE

**KODAK PRACTICEWORKS/CARESTREAM DENTAL** · Interaction Designer

Atlanta, GA · March 2010 - September 2010

**SILVERPOP** · Product Usability Specialist

Atlanta, GA · September 2009 - March 2010

**IPSWITCH** · Information Architect

Alpharetta, GA · December 2003 - September 2009

**POWERSERVE INTERNATIONAL** · Web Designer

Augusta, GA · July 2001 - December 2003

**MENTAL SOUP, LLC** · Design Co-founder

Augusta, GA · August 1999 - July 2001

**METROQUEST, INC.** · Web Design Manager

Augusta, GA · June 1997 - August 1999

**GLOBALNET INTERNATIONAL** · Web Production Artist

Augusta, GA · October 1996 - April 1997

#### EDUCATION & PROFESSIONAL DEVELOPMENT

- **Bachelor of Arts in English Literature/Communications** · Augusta State University
- **Business Strategy: Achieving Growth Through Innovation (Certificate)** · Columbia Business School
- **Effective Leadership: People, Teams, and Culture (Certificate)** · Columbia Business School

#### CERTIFICATIONS

- **OKR & V2MOM Results Coach** · WorkBoard
- **Certified Scrum Product Owner** · Scrum Alliance
- **Certified Scrum Master** · Scrum Alliance