

SUMMARY

Proven SaaS executive leader with a track record of scaling organizations, driving double-digit revenue growth, and delivering customer-focused solutions. Skilled in aligning product strategy with business goals to launch innovative technologies, including AI-driven and 0-to-1 products. Adept at building high-performing teams, improving organizational performance, and navigating complex business challenges to deliver long-term value.

EXECUTIVE COMPETENCIES

- **Strategic Product Vision & Innovation:** Pioneer in AI-driven solutions and market-first products, consistently enhancing company reputation and competitive positioning.
- **Revenue Optimization:** Skilled at designing growth-focused business models, optimizing pricing strategies, and driving subscription-based revenue.
- **Organizational Transformation:** Successful track record in restructuring teams, instilling Agile best practices, and fostering cross-functional collaboration.
- **Change Management & Cultural Leadership:** Known for driving high-impact change, developing leaders, and cultivating high-performance, high-retention cultures that sustain innovation and organizational success.
- **Board and Stakeholder Communication:** Proficient in aligning product strategy with board and C-level vision, effectively communicating product impact and direction.

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

- **Drove SaaS Transformation:** Positioned Logility as a market leader in the 2024 Gartner® Magic Quadrant™ by doubling SaaS revenue to \$88M (FY2024) through recurring revenue expansion and strategic acquisitions.
- **Optimized Product Portfolio:** Directed a \$100M+ product portfolio, prioritizing investments across multiple SaaS solutions to align with corporate strategy and market demand. Streamlined underperforming offerings and reallocated resources to high-growth opportunities, driving a 19% increase in portfolio ROI.
- **Launched Market-First Products:** Introduced four new products, including the industry's first generative AI assistant for supply chain planning, enhancing customer retention and competitive positioning.
- **Established UX Excellence:** Built and scaled a UX team, reducing user error rates by 37%, frontend development time by 63%, and improving customer satisfaction by 21%.

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.

Global Product Management Practice Coach October 2018 - April 2021

- **Transformed Go-to-Market Strategy:** Increased cross-sell by 80%, contributing to \$1.79B in total revenue (2020).
- **Optimized Product Teams:** Consolidated siloed teams across the enterprise, saving \$4.1M in salary and avoiding inefficient and costly reductions in force.
- **Improved Operational Efficiency:** Implemented the V2MOM framework across 200+ teams, reducing project failure rates by 46% and delivering \$364.5M EBITDA.

DELUXE CORPORATION (continued)

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

- **Standardized Development Processes:** Unified software development across 58 teams, consolidating 12 tools into 1 and improving visibility into project status.
- **Enhanced Team Performance:** Improved delivery forecast accuracy by 28% and team satisfaction by 66% through monthly reviews and KPIs.
- **Built UX Team:** Established Deluxe's first UX team, scaling to 21 members in 10 months.

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%:** Entered new markets, launched new products, and executed acquisitions to drive growth.
- **Fostered Innovation:** Developed an internal incubator and launched multiple new products through rapid experimentation.

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

- **Delivered Daxko Engage:** Rescued a failing product initiative by leveraging Lean Startup principles to redefine its vision and strategy. Launched in 5 months and achieved \$1M in bookings within the first quarter.
- **Drove Creativity:** Introduced Daxko Lab Day, semi-annual hackathon weeks that resulted in seven innovative product features and one new product.

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