# Deaton Wright

*Product Strategy and Operations Leader*

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Product Strategy & Operations Leader with 10+ years of experience leading 0-to-1 incubations and scaling commercial initiatives in high-ambiguity technology environments. Expert in bridging the gap between product vision and operational execution, utilizing "data as a first language" (SQL, Python) to drive rigorous analysis and objective strategy. Proven track record of managing $33M+ P&Ls and aligning Engineering, Research, and GTM teams to solve complex, systemic challenges.

## Skills

**Product Strategy & Ops:** Strategic Planning |Cross-Functional Leadership | P&L Management ($33M+)
Strategic Planning Cycles | Process Optimization & Improvement | Product Commercialization
0-to-1 Incubation | Roadmap Planning | GTM Strategy | User Segmentation | Competitive Analysis
**Strategy:** Customer Acquisition & Retention | Pricing Strategy | Subscription & Membership Models
Promotion Management | Unit Economics Optimization
**Data & Analytics**: Data Analysis | Financial Modeling | Advanced SQL (Querying/Analysis) | Tableau
Power BI | Google Analytics | A/B Testing | Advanced GSheets/Excel (Pivot Tables/Modeling) | Cohort
Analysis | Python | Airtable | Microsoft Azure | Jira | Confluence | Asana

## Experience

### Bird

**Regional Manager**      **April 2024 - Present**

- Architected the region's "Single Source of Truth" business intelligence infrastructure using SQL and Excel, replacing fragmented reporting with centralized dashboards that accelerated executive decision-making and reduced manual overhead by 50%.
- Led a strategic '0-to-1' product incubation to diagnose systemic inefficiencies, leveraging Python-based user analysis to validate a new high-margin revenue stream that exceeded launch targets by 57%.
- Guided regional strategic planning by architecting the operating cadence (QBRs) across Product, Marketing, and Finance, aligning a 15-person cross-functional team on product roadmaps and corporate OKRs.
- Owned P&L strategy for a $33M regional marketplace, partnering with Finance and Data leads to engineer a 12% reduction in OPEX and a 37% YoY revenue lift through rigorous vendor and labor efficiency programs.

**Business Operations Manager**      **Nov 2023 - April 2024**

- Optimized fleet unit economics to achieve a 15% increase in contribution margin by conducting a Python-based root cause analysis on vehicle churn and implementing a predictive repair prioritization model.
- Recovered $500k in annualized revenue by auditing vendor invoicing and identifying discrepancies in 3PL charging models, resulting in the immediate renegotiation of service-level agreements (SLAs).
- Reduced market launch turnaround time by 40% by creating a standardized "Ops-in-a-Box" playbook that unified cross-functional workflows between legal, government relations, and field teams.

**Business Operations Associate**      **Aug 2023 - Nov 2023**

- Eliminated 20+ hours of weekly manual reporting overhead by engineering the department's first automated SQL data pipelines, freeing up leadership to focus on strategic execution rather than data entry.
- Identified a $200k operational leakage in the supply chain by building a Tableau visualization that tracked asset movement anomalies, leading to an immediate revision of inventory control protocols.
- Supported the Q4 strategic planning process by modeling three distinct growth scenarios in Excel, providing the quantitative foundation used by leadership to set regional OKRs.

# WB Surf Inc.

**Operations - Vice President**                                 **Feb 2022 - Aug 2023**

- Redefined the Go-to-Market (GTM) strategy for new product verticals, breaking down silos between Marketing, Sales, and Product to accelerate commercialization timelines and improve market penetration.
- Delivered objective strategies based on rigorous analysis, institutionalizing a SQL-based segmentation framework that fundamentally shifted acquisition roadmaps and optimized unit economics.
- Served as the primary operational liaison to the Board of Directors, crafting high-level strategic narratives that secured executive buy-in for critical capital projects and shaped long-term organizational priorities.
- Steered a distressed business unit to profitability by restructuring the P&L and implementing aggressive cost controls, while driving a 180% revenue increase in core lines through algorithmic pricing adjustments.

**Operations - Director**                                       **Jan 2021 - Feb 2022**

- Scaled fulfillment capacity by 3x to support e-commerce hyper-growth by implementing a lean warehouse management system (WMS) and restructuring the floor labor model during peak seasonality.
- Reduced Cost of Goods Sold (COGS) by 18% by leading a strategic consolidation of upstream suppliers and implementing a just-in-time (JIT) inventory strategy to reduce carrying costs.
- Stabilized a volatile workforce turnover rate from 45% to 15% by professionalizing the onboarding structure and introducing KPI-based performance incentives for frontline staff.

# Real

**Chief Operating Officer**                                     **March 2019 - Jan 2021**

- Directed the end-to-end planning and execution of a new vertical launch, aligning Product and Marketing work streams to validate the business model and securing $2.5M in growth capital to fuel rapid scalability.
- Codified the operational strategy for international scale, building a repeatable "launch-in-a-box" framework that standardized cross-functional workflows, accelerating time-to-market for 42 international markets.
- Revolutionized the customer service delivery model by designing tiered support structures, directly driving a 70% improvement in CSAT and reducing churn by 50% amidst rapid global expansion.
- Orchestrated a global operational overhaul across 42 international markets, renegotiating vendor ecosystems to slash logistics costs by 50% while enhancing supply chain resilience.

**Operations Director**                                         **May 2015 - March 2019**

- Drove 40% year-over-year revenue growth by optimizing the sales-to-operations handoff, reducing customer onboarding friction and accelerating "time-to-value" for new clients.
- Maintained gross margins above 65% despite global expansion by architecting a centralized procurement strategy that leveraged economies of scale across 10+ emerging markets.
- Engineered the company's first Tier-1 support desk, improving ticket resolution speed by 60% and establishing the operational baseline that later allowed for the global CSAT revolution mentioned in the COO role.

# Education

**University of North Carolina, Wilmington**
BS - Business Analytics, Management and Leadership