

Chase Westlye

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Accomplished Product Manager with a decade of tech experience. Expertise in leading cross-functional teams to create innovative solutions that align with customer needs and boost business growth.

Experience

LOWE'S, INC - KIRKLAND, WA

FTE: FEBRUARY 2022 – JUNE 2024

LEAD PRODUCT MANAGER – DACI DATA, MODELING, ANALYTICS

- Developed and managed a centralized data repository supporting two multi-year strategic priorities for the Executive Leadership Team (ELT). Repository responsibilities included creating integrations, data validations & data certifications for enterprise wide 'single source of truth' consumption while adhering to strict accuracy and SLA targets.
- Created alignments on OKRs + key metrics across leaders & departments. Made those OKRs + key metrics, plus relevant slices, available as scorecards & cadenced reporting. Worked with leaders to maintain alignments.
- Democratized data: lead modeling, seeded POCs, and made certified data available to cross-functional teams to consume in pursuit of program OKR goals. Provided rigorous documentation capturing program data mechanics, relationships, nuance, and behavior.
- Mentored PM staff in developing or improving strategy, OKRs, PM SME expectations, and general agile methodologies.

LOWE'S, INC - KIRKLAND, WA

CONTRACTOR: AUGUST 2019 – OCTOBER 2019

SR MANAGER PRODUCT MANAGER – RELEVANCE FTE: NOVEMBER 2019 – JANUARY 2022

- Developed vision & multi-year roadmap to the ELT & leaders on maturing relevance in the customer experience (with focus on ELT Big Rocks) through development of an in house PAAS offering, including OKRs to track adoption and business impact.
- Created a central PAAS to drive that roadmap and provide solutions to customer facing teams.
- Lead cross-functional teams with market-analysis, opportunity identification, enablements of relevance solutions. Tracked enabled solution OKRs.
- Lead data science and engineering modeling efforts. Complied with CCPA/GDPR legal requirements.
- Customer relevance/obsession SME

MAANA, INC - BELEVUE, WA

FTE: MAY 2016 – AUGUST 2019

SR PROGRAM MANAGER – PAAS CUSTOMER SOLUTIONS

- End to end owner of the PAAS customer lifecycle with responsibilities including partnering in pre-sales engagements, leading customer workshops, leading service development, monitoring ML & NLP POCs, POC productionalization, and ownership of related Azure resources.
- Lead or participated in successful customer engagements with organization that include General Electric (GE), American International Group (AIG), Chevron, Shell, Maersk, Saudi Aramco and more.

- Customer & platform SME with reporting responsibilities to platform PM team, CFO, CTO, Founders

RICHRELEVANCE – SEATTLE, WA
PRODUCT DELIVERY MANAGER

FTE DEC 2015 – APRIL 2016

- Maintained and drove adoption of the custom merchandising algorithm platform (SAAS). Work included lowering the SAAS barriers of entry by templating offerings, providing meaningful case studies, drive workshops, documenting best practices, and more.
- Voice of the customer for the larger PMO org, including championing customer feature requests and defect resolutions. Maintained defect backlog, and defect OKR impact reporting.
- PMO SME for the global consulting and sales staff. Including the best practices of integration the various PAAS solutions, diagnostics, AB/MVT testing as well optimizing B2B and B2C integrations for specific success metrics.

RICHRELEVANCE – SAN FRANCISCO, CA & SEATTLE, WA
SR CONSULTANT – CONSULTING CENTER OF EXCELLENCE

FTE OCT 2014 – DEC 2015

- Evangelized platform best practices to the global consulting staff.
- Ran customer AB tests with early adopters. Document results as case studies for the latest SAAS offerings.
- Lead consulting engagements with key customers.
- Supported pre-sales engagements.

BUILD.COM - CHICO, CA
PRODUCT MANAGER – ALGORITHMIC MERCHANDISING

FTE OCT 2014 – DEC 2015

- Responsible to identify opportunities across departments (sales, merchandising, customer service) where algorithmic merchandising, or algorithm improvements could drive improvements in business OKRs.
- Partner with engineers from various business silos to implement POCs & AB Test
- Research and POC new solutions, or improvements to existing solutions.
- Fulfil merchandising algorithm vendor obligations including case studies, early adoption of new features and co-marketing initiatives. This included being the main hall speaker on Personalization at the 2014 Shop.org Merchandising Summit.

Education

ORGANIZATIONAL MANAGEMENT (BS) | JUNE 2009 | CALIFORNIA STATE UNIVERSITY - CHICO

Skills

PRODUCT MANAGEMENT Advanced Proficiency	SOFTWARE ENGINEERING Basic Proficiency	ANALYTICS Intermediate Proficiency
<ul style="list-style-type: none">• Product Strategy and Vision• Cross-functional Team Collaboration & Problem Solving• Roadmap Planning• Stakeholder Management• Agile & Scrum Methodologies• Defining & Tracking OKRs• Technical Leadership• Product SME/Domain Expertise• Resource Management• Risk Management• Regulatory & Compliance	<ul style="list-style-type: none">• Python including Celery, MQTT, basic microservices, APIs• Architecture• Containerization, Container Orchestration (Kubernetes)• Database Management• Azure• Machine Vision• Large Language Models, GitHub Copilot, ChatGPT 4o• IOT and device firmware• Git	<ul style="list-style-type: none">• Data Driven Decisioning• SQL (Trino, MySQL, Postgres, SQLite, Hive, Impala)• Metrics Interpretation• Data analysis• Anomaly Detection• General Statistics

