

---

## PRODUCT MANAGEMENT PROFESSIONAL

*Track record of success leading IT product management functions for high-growth organizations*

---

Detail-oriented Product Management Professional with broad background in the development, management and marketing of diverse software product solutions. Extensive experience in leading development, management and support of products through client engagements, competitive/market analysis, pricing, and project management.

## Professional Experience

---

FLEXTER INC., Austin, TX

**CO-FOUNDER / MOBILE PRODUCT MANAGER**, September 2013 – Present

Oversee project and product management functions of remote mobile development studio specializing in making apps for social media influencers. Direct international developers in creation of iOS and Android-based applications, while coordinating closely with stakeholders to define product roadmap and strategy through customer adoption. Serve as Product Owner for writing user stories, acceptance criteria, version iteration sprints, and design animated user interactive prototypes.

- Generated over \$300K in sales by licensing software to social media fitness influencers since 2015.
- Produced 14th highest grossing health and fitness app in the U.S. ("Toned by Natalie Jill").
- Reduced development costs by 80% from outsourcing and improved product feature launch time.
- Gained selection into Capital Factory's Accelerator Program for pre-seed stage startups.

SENSORFIELD, Houston, TX

**CONSULTANT**, May 2016 - Present

Drove business development functions for IoT provider of wireless sensors and SaaS platform used to remotely monitor upstream oilfield equipment. Manage projects throughout entire lifecycle for software development, manufacturing, sales, and operations. Supervise activities of two developers in enhancing .NET framework product functionality and usability.

- Implemented go-to-market (GTM) strategy in the mid-continent area producing operator company introductions managing an aggregate of over 10K+ oil wells.
- Spearheaded improvements of sales and marketing operations resulting increases in sales of active field sensors by 143%.
- Reduced costs by 60% from sourcing overseas manufacturing suppliers.

## Education

---

THE UNIVERSITY OF TEXAS AT AUSTIN

**Bachelor of Arts in Economics, 2015**

## Technical Skills

---

Microsoft Office, Sketch, Pivotal Tracker, JIRA, Flinto, iMovie, InVision, Databases (SQL, AWS, Heroku, Back4App)