

# Samuel Mosley

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## Professional Summary

- **10 years of product development experience** in B2B/B2C startups up to \$100M yearly revenue
- **Advanced skill sets** in product development, customer research, and data analytics.

## Skills

- **Product Management:** Business Strategy, User Experience, System Design, Data Analysis
- **Communication:** Documentation, Stakeholder management, Roadmapping
- **Operational:** KPIs, Customer Experience, Agile Methodologies, Remote Work
- **Development processes:** Agile, DevOps, Scrum, Waterfall, and Kanban.

## Technical

- **Frontend:** Typescript, HTML, CSS, React, Swift
- **Backend:** Java, PHP, Elixir, C#
- **Database:** MySQL, postgres, MongoDB, GraphQL
- **Operational:** Notion, Jira, Linear, Git, Trello

## Career Experience & Achievements

**Business Analyst:** OLÉ (Contract, Public Utility) Jan 2025 - April 2025

- Met with stakeholders to define requirements for a field management solution to improve daily logistics across 4 departments, with 300 internal employees using the product.

**Technical Product Lead:** Violet (B2B e-commerce API, developer tools) Feb 2023 - Feb 2024

**Senior Technical Product Manager:** Feb 2022 - Feb 2023

**Achievements:** Launched 3 core products & 9 large features supporting 10+ e-commerce marketplaces.

- Designed and launched an extensive dashboard for Violet's leading product, managing it from start to finish. Enabling growth of 80% year over year, without increasing support requests.
- Identified and built internal tools enabling Executives, Sales, and Customer Support teams.
- Created customer success strategies, driving support for 10 enterprise clients through a 7-fold increase in GOV within a year. Keeping a >90% customer retention rate.
- Defined search, filter, and sort experiences, standardizing their experience and API design across all our products. Reducing development time for new implementation by 60% through code reuse.
- Improved internal documentation for the company, by cleaning and restructuring Notion, this provided a framework for scaling the company from 8 to 24 without losing per-person velocity.

**Technical Product Manager:** Camp Gladiator (B2B2C fitness platform) Apr 2020 - Feb 2022

**Achievements:** Revamped system architecture to reduce technical debt and increase system performance

- Introduced a new pricing option, increasing conversion by 5%, by addressing an adjacent user segment. Targeting this user segment ensured other plans wouldn't be affected.
- Developed the roadmap for transitioning legacy systems to a Service-Oriented Architecture, reducing tech debt. After my first technical draft, I finalized the plan with engineering leaders.
- Shared Director of Engineering responsibilities with the engineering lead for 6 months during transitional periods for engineering leadership, maintaining development velocity.

- Used BDD and gherkin (given, then, when) when writing User Stories, providing better acceptance criteria, and allowing our QA team to make automated tests 20%-30% faster due to reusable criteria.
- Assisted delivery of 14 promotional campaigns in 3 years resulting in 250k new trial customers with a 24.6% conversion to yearly membership. Bringing in \$125M+ revenue after conversions.

**Agile Coach:** Camp Gladiator (B2B2C fitness platform)

Apr 2019 - Apr 2020

**Achievements:** Empowered and enabled 3 remote globally-distributed teams containing 20 engineers

- Revamped reporting and data usage company-wide, reducing recurring reporting turnaround times from 2-3 weeks to minutes, through report standardization, configuration, and teaching SQL to others.
- Coordinated development and testing of a 3-day pivot to virtual workouts in response to the 2020 pandemic. Introducing a new product line to support customers during physical location closures.
- Collaborated weekly with every department to support their reporting, writing hundreds of reports and helping analyze data so each department could make better decisions.
- Successfully campaigned for then drove adoption on the knowledge base and communication improvements saving the company ~\$200k annually.
- Standardized engineering hiring process, ensuring interview questions were standardized and candidates could be compared 1:1

**Rock Climbing Area Lead:** Lifetime Fitness (National Gym)

Jan 2018 - Apr 2019

**Achievements:** Managed climbing program for 3 Austin gyms, with a team of 22 employees.

**Product Manager:** Always Glossy (B2B2C car washing platform)

Jan 2017 - Jan 2018

**Achievements:** Drove marketing for the company, leading to 8x customer growth in my time there.

- Managed logistics for a team of 15+ daily, at 60 locations a month.
- Prioritized the tech backlog, using growth impact as the main prioritization factor.
- Created all user experience artifacts. Including, app design, web design, internal tools, and copy.
- Hired, trained, and led the Customer Support team, enabling us to resolve customer and detailer issues in real-time.

**Product Manager:** Human Planet (B2B/B2C customer experience platform)

Mar 2016 - Jan 2017

**Achievements:** Built Android app with IoT Beacons and Internal APIs

- Met with 30+ businesses to understand their needs and troubles connecting to customers.
- Created the UX and wireframes for the mobile products.

**Game Designer/Producer:** Bohemia Interactive Simulations (Military Sim)

Aug 2014 - Mar 2016

**Achievements:** All projects I worked on were delivered on time and the contracts were renewed.

- Managed 2 cross-functional teams as Scrum Master and Producer, using a hybrid of Waterfall and Scrum methodologies due to the nature of government contracting.
- After 2 months, I was chosen as the primary designer on a multi-year contract with the Marines. Contracts generally had senior game designers leading them.
- Overhauled and standardized the plugin delivery process, saving a week of labor per delivery, with around 20 plugins delivered annually.

## Education

- **University of Texas at Dallas** - B.A. Arts and Technology, Minor Computer Science
- **Scrum.org** - Professional Scrum Master 1