Lee Bartlett | Based in Seattle

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Customer-obsessed, cross-functional technical delivery expert with experience in social media/MarTech/AI, web-scale retail, and software logistics. Earns trust through reliability, straightforwardness, and technical excellence. Known for quick problem-solving, process elimination and streamlining, and supporting revenue growth with scalable process and technology.

Lead Product Manager
Dec 2024-Dec 2025

Checksum
Remote/Seattle, WA

Checksum was an AI-based facial recognition and social media startup that would provide notifications when user's faces appeared anywhere online, including social media and the open web. I was the first product management hire at Checksum and focused on enabling features for the online creator vertical

- Transformed inherited chaos into order: created PRDs for core features, defined engineering deliverables, tracked delivery using Asana
- Designed and shipped three core product features:
  - *Notification Priority Configuration* - Allowed users to highlight specific types of content usage to appear in their feeds, facilitating usage for creators with larger social media-footprints.
  - *Conversation content* - AI-generated summaries of social media sentiment regarding content featuring customer's likeness to help gauge discussion and highlight noteworthy content for users to evaluate.
  - *Clipping engine* - Created downloadable clips based on the original media for users, in addition to creating timestamped links to the content, ensuring ease of use for manual review of likeness-featuring content, and both archiving content use in case of deletion and streamlining accessibility to content featuring their likeness for our users
- Led growth efforts by creating a database of social media users and speared engagement efforts to reach-out to creators to drive product awareness and adoption
- Created ad campaigns to expand reach, utilizing Google and Facebook Ads spending $5k+/month

Senior Support Engineer (III)
March 2020-June 2024

Amazon
Remote/Seattle, WA

Subject-matter expert on global 24/7 team for 1P and 3P retail/grocery using Amazon services and hardware such as just-walk-out (JWO) technology. Owned ticket queues and Unix sysadmin for log analysis, remote troubleshooting, and network diagnostics tools. Held pager for on-call rotation, and managed projects.

- Reduced ticket volume in area by 30%, and reduced mean-time-to-resolution by 50% by retooling SOPs, updating alert thresholds, and improved quality of incoming tickets and reduced touches to resolve tickets via continuous improvement effort on self-service troubleshooting & ticket creation workflows.
- Saved over $1 million per year by driving improvements centered around device management at sites via implementation of new mobile device management procedures, both by creating accessible SOPs and introducing new device management-facilitating storage solutions.
- Led organization-wide incident response calls when service failures were identified, performing root cause analysis and proposing preventative measures as part of the post-incident correction of error process.
- Built field services team in support of retail stores, interviewing and training engineers and providing ad hoc escalation support to field team to support pilot program and full launch of program, featuring 20 field technicians across two central locations with dispatching coordinated over ServiceNow.
- Authored and maintained SOPs and other documentation, creating an SOP library for hardware that was merged into team ownership and was previously undocumented to facilitate engineer-use in remote troubleshooting efforts. Worked with Network Engineering team on improvement initiative for team's Network SOPs for issues with as WAP connectivity & BGP issues.
- Administered mobile device management of several thousand devices such as Zebra Scanners and HP POS systems across multiple platforms via Airwatch and JAMF, deploying software and configuration updates and troubleshooting devices.

Technical Merchandising Manager   October 2015-August 2019
Best Buy   Bellingham, WA
Led team of ten merchandising specialists, training individuals and delegating tasks. Worked alongside team to keep store pricing updated, merchandise organized and secure, displays updated and functional, coordinate with 3P vendors, and to assist customers find solutions to meet their needs, in addition to managing inventory and processing inbound and outbound inventory and orders.

- Managed team to meet 100% workload execution rate over two years of leadership.
- Recognized for two consecutive years with membership to Best Buy's exclusive "Retail Network," collaborating with corporate to assess & propose changes and address store challenges.

Certifications

- CompTIA Network+
- Certified Associate in Project Management (CAPM)
- Azure Fundamentals (AZ-900)
- Professional Scrum Master II (PSM II)

Education

Bachelor of Arts, English - Western Washington University

Skills

Product Management/Program Management, Program roadmapping, Program governance, Cross-functional delivery, Executive reporting, SaaS Support, Stakeholder alignment, Product Strategy,
Business goals, Networking (TCP/IP, DNS, DHCP, VPN), Cloud Computing (Azure, AWS), Operating Systems (Linux, macOS, Windows 7/10), Mobile Device Management (JAMF, Airwatch), Technical Support (In-person, Remote), Ticketing (Asana, Jira, Zendesk), Data Analysis (Excel, SQL, Smartsheet, Google Sheets), Documentation, Program-level reliability, Systemic risk reduction, Operational maturity, Program coordination, End-to-end program delivery, Risk registers, Change management, Program metrics / OKRs, Product–engineering partnership, AI adoption, AI-powered workflow automation, Productivity acceleration, ML/AI human collaboration

Hobbies

Live music (smaller shows; pop punk/emo/indie)
Running (so I can eat more baked goods)
Seattle Mariners baseball (when it's not depressing)
Video games (RPGs and Nintendo to play, retro streamers on Twitch)