Bryce Leonard
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_ Profile _____

Seasoned product management professional with a proven track record of success in the tech industry. With over 12 years of experience as both a product manager and full stack developer, I bring a unique perspective that combines technical expertise with strategic vision.

_ Work History _____

Key Data Dashboard - Dir. Product Management, June 2021 - Present
Key Data Dashboard is a business intelligence platform used to analyze short-term rental & hotel performance data.

Accomplishments
- Installed Agile and Test Driven Development processes into our engineering team.
- Mentored small group of early career product and engineering employees
- Brought to market two unique product offerings that account for 40% of the company's MRR.

Responsibilities
- Develop and maintain a product roadmap that aligns with company goals and objectives, prioritizing features and functionality based on market demand, customer feedback, and business impact.
- Define and communicate the product vision and strategy to internal and external stakeholders, ensuring alignment and buy-in.
- Act as the primary liaison between product management and other departments, including executive leadership, engineering, sales, marketing, and customer support.
- Develop and execute the product strategy and roadmap in alignment with company goals and objectives.
- Drive the end-to-end product development process, from ideation to launch, working closely with cross-functional teams including engineering, design, sales, and marketing.
- Skills & tech: Figma, Google Data Studio, ClickUp, Azure DevOps, React.js, Chart.js

Colorado Rockies - Full-Stack Developer & Data Analyst, January 2018 - June 2021
One of 30 teams in Major League Baseball. I worked inside the Front Office's Research and Development department developing proprietary analytics applications used to create competitive strategies both on and off the field.

Accomplishments
- As the organization's sole full stack developer, I built and maintained internal web applications, saving the organization over $100,000/year in 3rd party software subscriptions.
- In 2020, MLB implemented COVID-19 rules limiting the amount of people that could meet in person. I transformed our in-person draft processes into a digital experience, empowering over 30 scouts to effectively communicate with leadership before and during the draft. The Rockies continue to prepare for the draft using tools built within our department.
- In 2020, I worked on the organization's salary arbitration case against Tony Wolters. We won our arbitration hearing, saving the organization $575,000.
- Installed SCRUM workflows into other non-technical departments to increase the efficiency and fluidity of decision making.

Responsibilities
- Managed front-end and back-end development for the team's internal operations software.
- Utilized Test Driven Development practices to build and maintain our back-end api.
- Implemented an agile methodology for development and served as the organization's SCRUM master.
- Analyzed historical data to help craft strategies used in salary arbitration, amateur drafts, and in-game competition.
- Worked with players, coaches and general manager to define product requirements.
- Leveraged industry leading technology to analyze pitch movement & shape. We communicated our findings to coaches and players.
- Skills & tech: D3.js, Hapi.js, EpicMVC, Pivotal Tracker, SCRUM, MySQL, AWS, Sketch

Hoorooh Digital - Full-Stack Developer, March 2016 - January 2018

A design and web development firm. Our primary client was Powdr Resorts. Powdr is the parent company of 10 ski resorts and multiple adventure services. Hoorooh was hired to consolidate 10 different resort websites into one controllable codebase and content management system.

Accomplishments
- Our team pioneered the "headless Drupal" approach for working with Drupal's CMS and our work was showcased in a few different Drupal case studies. Our platform is still being used by Powdr today.
- Promoted out of a junior position after 5 months working for Hoorooh Digital

Responsibilities
- Built responsive front-end user interfaces using HTML, Angular, and SASS
- Collaborated with clients to design wireframes and prototypes to demonstrate new user experiences.

- Communicate effectively with stakeholders, including clients, project managers, designers, and other developers, to ensure that projects are completed on time and within budget.
- Ensured the security, scalability, and maintainability of applications by using appropriate development practices and tools.
- Skills & Tech: Angular, Node.js, AWS, Pivotal Tracker, Photoshop, Sketch, Drupal

Glad to Have You - Product Manager, December 2010 - July 2015

A guest management & analytics platform for professional property managers. Guests use a mobile app to access information about the vacation home and recommendations for activities in the area. Property Managers use a web portal to manage information about their inventory and access rich analytics on guest booking trends. Over 300 property managers were using the platform when our company was acquired.

Accomplishments
- Created initial product design & roadmap used in raising $1m in Series A funding.
- Company was purchased by HomeAway/Expedia Group for $17m after only 2 years of operation.
- Moved our team away from a waterfall workflow to an agile workflow to increase the frequency of product updates and bug fixes.

Responsibilities
- Worked with customers and stakeholders to design actionable product improvements
- Leveraged high and low resolution design tools to communicate product concepts to our engineers and leadership team.
- Managed the staffing of implementation & support teams
- Drafted and maintained support documentation
- Skills & Tech: Jira, Pivotal Tracker, Photoshop, Formstack, Zendesk, Appcelerator.

__ Education & Certifications _____

Belmont University, Bachelor's Business Administration 12/08
Galvanize, Full-Stack Immersive Certification 03/16
SCRUM Master Certification, SCRUM Alliance 01/20