BRYCE LEONARD

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SENIOR PRODUCT MANAGER/PRODUCT OWNER
DevOps | Scalable Digital Solutions | Data Analytics | User/Customer Experiences | Transformative Change

Performance-focused and solutions-minded technology leader specializing in managing large-scale product implementations that increase digital capabilities, optimize user experiences, streamline operations, and maximize business value. Known for driving end-to-end product development process, from concept to launch. Structure roadmaps aligned with customer needs. Define project vision and convey to stakeholders of all backgrounds.

Offers a valuable blend of engineering, technical, and product experience to enable successful development of user-centric designs and cutting-edge solutions/applications that enable data-driven decision making. Partnering across all functions to advance goals, including engineering, product, marketing, customer support, and sales teams. Collaborative, energetic leader who guides and mentors high-performing teams.

Strategic Planning & Execution | Product Development & Design | Product Roadmaps | DevOps | Data Analytics
Project Management & Delivery | User Interface Design | Engineering | Process Improvement | Agile & SCRUM
Stakeholder Management | Team Leadership & Mentoring | Competitor Analysis | Requirements Definition
Alliance Building | Application & Software Design/Development | Sabermetrics | Omnichannel Ecosystem

PROFESSIONAL HIGHLIGHTS

- **Accelerated and streamlined Key Data Dashboard's engineering workflow from up to 12 to 30+ average** tasks completed in a sprint, as well as realized ~30% decrease in customer-related bugs by creating Agile and test-driven development processes and associated frameworks for the engineering team.
- **Enabled successful remote draft for The Colorado Rockies amid 2020 pandemic regulations** through transforming in-person process into digital experience, allowing 30+ scouts to communicate with leadership before and during draft, by creating a new collaborative draft tool within 6-week period. Ultimately streamlined draft rooms and optimized experience; this tool is still used by The Rockies for draft preparation.
- **Expedited Key Data Dashboard's time to market 50%** through developing omnichannel process templates for feature releases to include development, product, marketing, and sales teams; enabled teams to create content amid feature development.

CAREER HISTORY

Key Data Dashboard | Remote   2021 to 2024
Business intelligence platform used to analyze short-term rental and hotel performance data.

DIRECTOR, PRODUCT MANAGEMENT

Hired to define and convey product vision/strategy to stakeholders, ensuring alignment and buy-in. Developed and managed product roadmap; prioritized features and functionality based on market demand, customer feedback, and business impact. Steered end-to-end product development process. Served as primary liaison between product management and other departments, including executive leadership, engineering, sales, marketing, and customer support.

- **Successfully delivered to market 2 unique product offerings accounting for 40% of company's monthly recurring revenue** after designing new systems and leading transition to new platform (1.5-year project). New tool has increased site performance, optimized user experiences, improved data access and insights.
  - → Defined a new approach to user interaction and data analysis, developed UX document and technical requirements, led testing to gain user/team buy-in, wrote user stories for front- and back-end engineers, and rolled out a responsive, high-resolution design system. Partnered with marketing to generate collateral and led beta testing program, incorporating 34 customer ideas into the product prior to launch.
- **Fueled additional revenue** by designing and implementing a new self-service marketplace inside product, allowing clients to add features and data in an automated way.
- **Earned Best in Show Award** (out of 13 total technical vendors) from Vacation Rental Management Association International during the industry's annual conference.

- **Expedited time to value and reduced customer churn** after creating new methods for clients to download and share prebuilt dashboard templates.
- **Played key role in strengthening junior associates' skillset and performance**, thereby resulting in advancements, via providing guidance and mentorship on bringing impact and breaking large deliverables into smaller projects.

The Colorado Rockies | Denver, Colorado   2018 to 2021
Major League Baseball franchise.

FULL–STACK DEVELOPER & DATA ANALYST

Brought on board to build all-in-one platform that provided value across all departments while eliminating need for third-party software vendors. Worked within front-office research & development to build proprietary analytics applications to create competitive strategies (both on- and off-field). Managed front- and back-end development for internal operations software. Partnered with players, coaches, and general managers to define product requirements. Oversaw development of various tools and metrics. Leveraged technology to analyze pitch movement and shape.

- **Saved organization $100K+ in third-party software subscriptions** after building and maintaining internal web application's as sole Full-Stack Developer.
- **Helped define strategies for salary arbitration, amateur drafts, and in-game completion** by analyzing and presenting historical data/insights.
- **Optimized development function, increased efficiencies, and strengthened decision making** by introducing Agile methodology and SCRUM workflows across organization, serving as SCRUM Master.
- **Participated in organization's salary arbitration case**, which saved team $575K.

Hoorooh Digital | Denver, Colorado   2016 to 2018
Web design and development firm.

FULL–STACK DEVELOPER

Hired to create responsive user interfaces; later appointed to full-stack role to serve largest client, Powdr (parent company of 10 ski resorts and multiple adventure services). Developed UIs and created data structures/services in Drupal environment. Partnered with clients to design wireframes and prototypes to enable new user experiences. Liaised with stakeholders (clients, project managers, designers, and developers) to ensure on-time, on-budget project execution. Trained resort technical staff on accessing CMS and creating new web content without developers' codebase interaction.

- **Played instrumental role in consolidating Powdr's 10 resorts into single controllable codebase** (Headless Drupal) and content management system, transforming company performance and revolutionizing content creation. This platform is still used by Powdr today.
- **Ensured security, scalability, and maintainability** of applications via appropriate development practices and tools.

Glad to Have You | Remote   2010 to 2015
Guest management and analytics platform used by 300+ professional property managers.

PRODUCT MANAGER

- **Created initial product design** and roadmap used to raise $1M in Series A funding. Played role in positioning company for acquisition by Home Away/Expedia Group (for $17M) after 2 years in operation.
- **Increased frequency of product updates and bug fixes** via transitioning team from Waterfall to Agile workflow.

EDUCATION, QUALIFICATIONS, & TECHNICAL PROFICIENCIES

Bachelor of Business Administration: Belmont University
Full-Stack Immersive Certification: Galvanize | SCRUM Master Certification: SCRUM Alliance

Figma, Google Data Studio, ClickUp, Azure DevOps, React.js, Chart.js, D3.js, Hapi.js, EpicMVC, Pivotal Tracker, MySQL, AWS, Sketch, Angular, Node.js, AWS, Pivotal Tracker, Photoshop, Drupal, HTML, SASS, Jira, Pivotal Tracker, Photoshop, Formstack, Zendesk, Appcelerator