Gary Keeler

Technical Product and Delivery Manager

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PROFESSIONAL SUMMARY

Strategic product and delivery leader with 14+ years bridging enterprise software, Agile methodologies, and digital innovation. Proven ability to own product vision, scale delivery organizations to 20+ staff, and drive $55M+ in pipeline value. Expert in managing complex stakeholder relationships and leading cross-functional teams to deliver sustainable, accessible outcomes in government and commercial sectors.

CORE SKILLS

Product Strategy & Roadmap | Agile & Scrum Leadership | Delivery Management | Stakeholder Management | Risk Management | Design Systems GitHub/Zenhub | HubSpot Enterprise | SQL/DAX | Figma | Frontend Engineering (CSS/HTML) | Remote Team Leadership

KEY EXPERIENCE & PROJECTS

Enterprise Product Strategy & Delivery Directed $18M custom software portfolio, overseeing strategy and roadmap execution for 5 new product lines. Transformed delivery model to recurring revenue, generating $6M ARR and automating financial reporting with Power BI to ensure responsible contract fund usage.

Agile Transformation & Team Leadership Scaled Veranex design team 300% and rebuilt marketing operations using Agile-inspired workflows. Led sprint planning and ceremonies, establishing a culture of continuous improvement that increased shipping velocity by 50%.

Complex Stakeholder Management Managed delivery for 100+ global enterprise clients (Amazon, Walmart, USPS) and unified 5 business units under a single governance framework. Built strong internal and external relationships to align goals across diverse ecosystem partners.

Open Source & Technical Contribution Active GitHub contributor and creator of UXTOOLTIME-Axure (86 stars). Bringing deep technical fluency to product management, bridging the gap between engineering and business goals through expert developer handoff optimization.

PROFESSIONAL EXPERIENCE

Senior Director of Marketing, Brand and Creative | Veranex Solutions
March 2023 – Present - Led enterprise-scale product strategy and delivery for marketing growth, managing cross-functional teams and external vendors. - Architected website product strategy (v3.0) and managed backlog, achieving **1400% conversion improvement** (0.001% to 1.4%). - Implemented enterprise HubSpot CRM rollout, unifying **50,000+ records** across 5 business units and establishing data governance. - Facilitated cross-program meetings and successfully aligned goals across 3 business units serving 700 employees.

Director of User Experience | Veranex Solutions *November 2021 – March 2023* - Built and scaled UX function to enterprise-grade organization, recruiting 6 staff (**300% growth**) within one year. - Delivered **100% of projects on time** with zero scope failures through rigorous delivery tracking and risk management. - Established UX governance and strategy alignment, ensuring feedback from 40+ annual research initiatives informed product direction. - Maintained 70-80% billable utilization rate while mentoring 3 team members to senior roles.

Director, Software Practice (Custom Software) | Zebra Technologies *October 2020 – November 2021* - Directed **$18M software line of business** and a delivery organization of ~20 staff, owning budget and contract support. - Defined product strategy and roadmap through market research, launching **5 new products and services**. - Recognized and resolved complex team dysfunction in failing projects, mitigating risks to ensure successful delivery and stabilizing client trust. - Generated **$6M additional annual revenue** (33% increase) by creating a recurring revenue model.

Design Practice Manager | Zebra Technologies *August 2015 – November 2020* - Led design delivery for **$12M professional services business**, engaging 100+ global clients including USPS. - Built cross-functional delivery teams with engineers, product managers, and sales leaders to execute enterprise projects. - Envisioned and executed 5 major product offerings, driving adoption across 3 geographic regions. - Managed 50+ concurrent projects, establishing executive communication cadences and product dashboards.

Previous roles include Director of Design & Project Management at ITR Mobility (2011-2015)

EDUCATION

B.F.A. Graphic Design | University of Wisconsin-Stout | 2011 **B.A. Theology** | Life Christian University | 2015

OPEN SOURCE / COMMUNITY & INTERESTS

Open Source/Community - **UXTOOLTIME-Axure:** Co-founder & Maintainer. **86 GitHub stars**, 16 forks. Open-source widget library for mobile design.

- **Micro-SaaS:** "FiveMinute" Adobe Premiere templates creator. - **Speaker:** Minnesota Developers Conference, THAT Conference (Topics: Burnout, Team Culture, Design Systems).

Interests - Mixed Media Art (Artist of the Month, Sept 2024), VR Gaming, Healthcare Innovation, Design Systems, Mentorship.

WHY AGILE SIX

"Every second counts" is my professional philosophy, driving me to optimize workflows that improve workers' lives. Agile Six's mission to build better by putting people first profoundly resonates with my commitment to empathetic leadership and user-centered government services. I am excited to bring my experience in scaling delivery teams and managing complex multi-stakeholder ecosystems to the CommonGrants modernization effort, ensuring sustainable and accessible outcomes for the public good.