



Joe Touchet

(512) 963-6073 | joe.touchet@gmail.com | Austin, TX 78744

Professional Summary

Strategic and results-driven Product Manager with a proven track record of managing product backlogs, leading cross-functional teams, and driving product development from concept to launch. Adept at working with Engineering, Design, Compliance, and Legal teams to ensure alignment with business objectives. Experienced in Agile methodologies, backlog management, and sprint planning, with a focus on delivering high-impact solutions that enhance user experience and operational efficiency.

Professional Experience

Product Manager | Nexus - B2B SaaS Platform

Austin, TX | March 2023 – Present

- Own and prioritize the product backlog, ensuring alignment with business goals and stakeholder needs.
- Ensure timely product delivery by leveraging Agile methodologies and effectively leading cross-functional teams.
- Collaborate directly with the heads of Sales, Engineering, Design, and Compliance to translate high-level business requirements into clear, actionable user stories for development teams.
- Shipped and continue quality of life maintenance of an analytics dashboard, improving decision-making for B2B clients.
- Conduct testing and user research to refine product design and enhance customer satisfaction.
- Developed and maintained comprehensive product documentation, improving team efficiency and cross-functional collaboration.
- Utilized Jira and Confluence to manage work efforts, manage progress, and maintain transparency across the organization.
- Built and maintain a comprehensive knowledge base using Document360, reducing support tickets by 20% and providing meaningful positive impact to the end user.

Product Manager | Gel Blaster - Consumer Product

Austin, TX | Dec 2021 – Jan 2025

- Managed the end-to-end product lifecycle for 20+ hardware products.
- Established and maintained a robust product roadmap, ensuring alignment with strategic objectives and market trends.
- Led cross-functional collaboration between engineering, marketing, and sales teams to optimize product-market fit.
- Developed and maintained product data within NetSuite ERP, achieving a 95% data accuracy rate.
- Worked closely with manufacturing teams to improve product quality and compliance, reducing defects by 10%.
- Designed and implemented product testing protocols to validate durability and performance, ensuring high customer satisfaction and reduced return rates.
- Developed competitive pricing strategies and market positioning tactics, leading to increased revenue and improved category dominance.
- Leverage consumer insights and industry trends to drive innovation in product design and features, enhancing customer engagement and brand loyalty.

Core Skills

- **Backlog Management & Sprint Planning** – Experienced in managing Agile workflows, prioritizing tasks, and optimizing sprint execution.
 - **Cross-Functional Leadership** – Proven ability to collaborate across Engineering, Design, Compliance, and Legal teams to deliver successful products.
 - **Data-Driven Decision Making** – Skilled in leveraging analytics to drive product improvements and business outcomes.
 - **Product Strategy & Roadmap Development** – Expertise in aligning product vision with business objectives and user needs.
 - **Stakeholder Management** – Strong communicator with the ability to align diverse stakeholders on product initiatives.
-

Technical Proficiency

- **Project Management Tools:** Jira, Confluence, Click-Up, Microsoft Project.
 - **Product & Data Tools:** ProductPlan, Figma, Fusion 360, GitHub, NetSuite ERP, Google Analytics.
 - **Collaboration & Documentation:** Google Suite, Microsoft Office Suite, Document360.
 - **Basic Web Development:** HTML, CSS.
-

Education & Certifications

- **Product Management Professional Certification** – McCombs Business School, University of Texas at Austin.
 - **Certified Scrum Master (CSM)** – Scrum Alliance.
 - **Global Standards Foundations Certification** – GS1-US.
-

Additional Experience

Director of Fitness | Stronghorn Fitness | Austin, TX | Aug 2015 – Nov 2019

- Developed and executed business growth strategies, increasing program enrollment by 20% year-over-year.
- Led and coached a team of 10, improving client satisfaction by 30% through personalized service and training programs.
- Created and launched marketing campaigns that expanded customer reach and boosted retention by 40%.

Firefighter & Special Rescue Tech | City of Kissimmee | Kissimmee, FL | Feb 2004 – Mar 2010

- Led emergency response operations, maintaining a 95% success rate in incident resolution.
- Conducted specialized training for 50+ first responders, improving team efficiency and emergency preparedness.
- Managed equipment maintenance protocols, reducing failure rates by 30% in critical operations.