Jeffrey Van Rees

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SUMMARY

Product manager with geospatial and data engineering expertise, blending technical expertise with user-centered strategy and execution. Pragmatic Institute certified with a record of product innovation and efficiency.

EXPERIENCE

Product Manager, Geospatial
Alteryx   June 2021 – March 2025, Broomfield, CO / Remote

· Drove geospatial and third-party data strategy across Alteryx products, guiding software and data engineering teams to enable customer use cases in retail, real estate, marketing, and supply chain.
· Built the business case and launched a new engineering team dedicated to developing a cloud-based geospatial solution.
· Negotiated multi-million-dollar contract renewals with major data vendors, delivering seven-figure cost savings while doubling user capacity.
· Built a custom AI agent (RAG) to synthesize customer interviews and win/loss analysis, reducing manual analysis effort.
· Forged a strategic partnership with Snowflake on Spatial SQL, working directly with their spatial product engineering team.
· Defined initiatives, epics, and stories; partnered with product leadership and engineering to ensure agile delivery.
· Geospatial expert at Alteryx, training teams on spatial analytics from use-case and engineering perspectives.
· Drove updates to mapping components in existing on-premises software to ensure regulatory and security compliance (FIPS/PCI).
· Collaborated with UX (research, design), legal, security, architecture, and product marketing on feature creation and launch.
· Interviewed hundreds of customers to validate product direction, gather feedback, and support sales and support teams.

Data Products Engineer
Alteryx   May 2019 – June 2021, Broomfield, CO

· Built and maintained data pipelines for Business & Location Insights Data Products, emphasizing automation and robust testing for data quality.
· Led CCPA compliance for Experian ConsumerView Individual Marketing Data, partnering with legal on regulatory alignment.
· Created a reusable Python automation library that reduced code duplication and accelerated pipeline development.
· Rebuilt the ConsumerView Decoder tool from scratch, delivering major performance gains.
· Built a React-based Data Products variable discovery app to help sales and prospects explore available data fields.
· Transformed raw third-party data (Experian, Dun & Bradstreet, TomTom, Census, and more) into analytics-ready formats.
· Developed POCs for next-gen spatial capabilities: vector maps (Mapbox GL), routing/isochrones, and in-database demographics apportionment.

Cartographer
Verizon Location Services (MapQuest, Contract)   July 2018 – October 2018, Denver, CO

· As a member of the UX/UI design team, collaborated with teammates to balance usability, visual clarity, and cartography.
· Launched "Vivid" map style, the first major map update in 3+ years, restoring color to the product centerpiece.
· Created basemap styles and custom layers (route ribbons, traffic overlays) in Mapbox GL (Mobile) and CartoCSS (Web) with consistency.
· Automated repetitive and labor-intensive style modifications with JavaScript and Python.

Data Technician
CEMML (Colorado State University)   November 2016 – July 2018, Fort Collins, CO

· Contributed to wildfire risk assessments for U.S. Military bases, ensuring data integrity to inform funding for fire management.
· Calculated spatial ignition probability and generated layers for use in fire simulations.
· Prepared maps, charts, briefings, and unique 3D ignition visualizations for installation visits and pre-trip meetings.
· Participated in Agile sprints for a wildfire web mapping application, contributing to bug testing and feature development.

EDUCATION & CERTIFICATIONS

Master of Science in Cartography & GIS (GIS Development)
University of Wisconsin-Madison

Bachelor of Arts in Anthropology; Minor in Geography
Minor in Geography · Colorado State University

Certified Product Manager (PMC-IV)
Pragmatic Institute

SKILLS

Product Management: Roadmapping, Agile/Scrum, Stakeholder Alignment, Vendor Negotiation, Product Discovery, Go-to-Market Readiness, KPI/OKR Design, Customer Research, AI-driven Insights (Al Agents, RAG), Cross-functional Alignment (Engineering, UX/UI, Legal, Security, Architecture, Marketing), Customer Advocacy, Executive Presentations

Data Engineering: Data Pipelines, SaaS, Snowflake, SQL, Testing Strategy, QA/Validation, Anomaly Detection, Observability, Automation Libraries, CI/CD, Consumer Privacy Compliance

Geospatial: Spatial SQL (PostGIS, Snowflake), Routing & Isochrones, Demographic & Firmographic Enrichment, Site Selection, Drive-Time Modeling, Cartography, Mapbox GL

Application Development: Python, JavaScript, React, React Native, Leaflet, PostgreSQL