

# James R. Mapledoram

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## PROFESSIONAL SUMMARY

Strategic Product & Systems Leader with 20+ years of experience in SaaS, Medicaid-focused platforms, and cloud-based enterprise applications.

Skilled at translating executive strategy into actionable product roadmaps, aligning cross-functional teams (Product, UX, Engineering, Security, Marketing), and delivering modern, accessible experiences for hundreds of thousands of users.

Combines system-level thinking with hands-on understanding of architecture, DevOps, and AI tooling to drive sustainable, outcome-focused change.

## SKILLS & TOOLS (PRODUCT LENS)

- Product Leadership: vision and roadmap, stakeholder alignment, portfolio and prioritization, KPI and outcome definition.
- Discovery and UX: user journeys, jobs-to-be-done framing, partnering with UX/Design, Figma-based iteration.
- AI-Augmented Workflows: AI agents for discovery, writing, synthesis, and documentation; governance and consistency.
- Delivery and SDLC: lean-agile practices, Scrum, backlog hygiene, stories that tie directly to user and business outcomes.
- Domain Expertise: Medicaid self-directed care, payroll and time capture, caregiver and participant portals.
- Technical Fluency: API-first thinking, cloud-native patterns, DevOps collaboration, telemetry-informed decisions.

## EXPERIENCE

Director: Product — Consumer Direct Care Network (CDCN) | Missoula, MT | Jan 2023 – Present

- Lead the product vision and roadmap for transforming CDCN's legacy caregiver and member portal into a modern, mobile-first experience, including navigation redesign, new shift entry and approval flows, and stronger alignment with CDCN's brand and accessibility goals.
- Secured executive alignment for a multi-year modernization initiative, recruited UX/UI designers, and established a long-term cross-functional partnership model spanning PMO, Customer Experience, Quality, Engineering, and Marketing.
- Worked with Marketing to formalize brand guidelines, improve accessibility of colors and components, and ensure the updated portal and public sites present a consistent, professional, and user-centered experience.
- Directed a phased modernization strategy using a hybrid strangler approach: redesigned high-value, high-traffic workflows as new greenfield experiences while lift-shifting lower-use areas to ensure continuity for hundreds of thousands of users across multiple states.
- Established basic observability and auditability (App Insights, usage telemetry, and data-layer logging) to support monitoring and compliance where capabilities were previously limited.
- Introduced a scalable multi-lingual framework for the portal, replacing hard-coded translations with a vendor-supported model covering 13 languages and laying the groundwork for future integration with an enterprise translation management system.
- Early outcomes include a measurable increase in mobile usage, stable call-center volume through rollout, consistent shift submission behavior, and a significantly more maintainable, brand-consistent platform positioned for ongoing accessibility and UX improvements.
- Initiated and led modernization of CDCN's public websites, bringing them under shared Product/Engineering/Marketing governance, defining a hybrid WordPress + HubSpot strategy, and improving content velocity and analytics for campaigns and events.
- Played a key role in shaping CDCN's multi-year MFA strategy: defined shared ownership between Security and Product, participated in vendor selection, and led product discovery and UX definition for SMS- and email-based factors and phased rollout plans.
- Championed AI-augmented workflows across Product, UX, and Design, defining reusable, source-controlled AI agents grounded in CDCN context and enabling teams to move faster on research synthesis, story-writing, and content iteration while preserving human oversight.

Application Development Manager (promoted from Senior Engineer) — CDCN | Missoula, MT | Nov 2019 – Dec

## 2022

- Managed multiple delivery teams modernizing core systems as CDCN scaled from approximately 16K to over 60K users, aligning technical work with product and operational priorities.
- Introduced and reinforced Agile practices (Scrum ceremonies, demos, retrospectives) to improve transparency and stakeholder engagement.
- Partnered with engineering leads on modernization of ERP-adjacent systems and service-oriented patterns, improving scalability and maintainability.
- Reworked DevOps pipelines in coordination with technical leads to increase deployment reliability and predictability.
- Standardized Azure DevOps work items and reporting, improving visibility into capacity, throughput, and product-aligned work.

President & Principal — OmniProfit.net | Aurora, CO | Jan 2009 – Nov 2019

- Founded and operated a SaaS business providing mobile procurement and inventory optimization solutions for multi-location retailers and service providers.

- Led product strategy, customer discovery, pricing, and roadmap while coordinating development and support.

Software Engineer IV — GoDaddy | Scottsdale, AZ | May 2011 – Mar 2017

- Partnered with Finance, Product, and Operations stakeholders on large-scale internal systems, including SOX-sensitive replacements for key financial modules and data pipelines.

- Helped transition manual and batch-heavy workflows into more automated, auditable processes for invoicing and registry data management.

Senior Developer – Customer Care & BI — DIRECTV | Aurora, CO | Jan 2008 – May 2011

- Built and maintained BI and reporting solutions for customer care, working across large Oracle and mixed-data environments.

- Improved ETL and reporting performance and supported operational teams with better visibility into key metrics.

Telecom Software Consultant — CHR Solutions (Martin Group) | Missoula, MT | Mar 2001 – Jan 2008

- Acted as lead BA and implementation consultant for telecom billing, CRM, and provisioning platforms.

- Delivered SQL-based integrations and reporting to support outages, provisioning, and billing operations.

## PROJECTS (SELECTED)

- Modern Caregiver & Member Portal: Led product vision and phased rollout of a mobile-first, accessible portal experience with improved navigation, redesigned shift entry and approvals, and a new multi-lingual framework.
- Public Website Modernization: Initiated and led modernization of CDCN's public websites, introducing shared governance, refreshed branding, and a WordPress + HubSpot strategy to support campaigns and events.
- MFA Strategy and Governance: Co-led MFA strategy, clarifying ownership across Security and Product, selecting a vendor platform, and defining user-facing enrollment and challenge flows with SMS and email as initial factors.
- AI-Augmented Product Workflows: Designed and rolled out reusable AI agents and practices that accelerate discovery, research synthesis, and story-writing while maintaining governance and human accountability.

## EDUCATION

Information Systems coursework — University of Montana, College of Business (Missoula, MT)