

MICHAEL D PIERCE

Boston, MA 02453

(720) 618-4471 • matchmike1313@gmail.com

linkedin.com/in/michael-dean-pierce • michaelpierce.dev

PRODUCT DIRECTOR

Visionary, analytical Executive Product Manager with diverse experience directing technical program strategy, leading SaaS startup operations, and shaping inclusive, performance-driven culture. Adept at conceiving, building, and launching user-focused, high-quality products to high-growth markets. Recognized for inclusive, collaborative leadership style.

CORE COMPETENCIES

Product Strategy • Program Management • Technical Leadership • Scrum Master • Product Management • Product Analytics
User Experience (UX) • Product Marketing • Agile Project Management • Process Optimization • Customer Development
Data Analytics & Visualization • Business Development • Product Positioning • Coaching & Mentorship • P&L Management

EXPERIENCE

1/2021-Present	INTRALINKS BY SS&C TECHNOLOGIES Principal Product Manager	BOSTON, MA
	<ul style="list-style-type: none">Lead product management strategy/vision with oversight of ~\$1M annual budget and team of eight.Direct and prioritize product solutions and capabilities design. Establish program-level transparency by facilitating one-on-one discussions, standups, and presentations with product owners and executive leaders.Coach, mentor, and motivate team of engineers, scrum masters, and designers; cultivate forward-thinking, performance-driven team culture, promoting values of human-centric design and UX optimization.Partner with marketing, sales, engineering, and customer success teams to improve the client experience, streamline cross-team protocols, and accelerate new product launches and feature builds.Influence and propel business development initiatives focused on new region/market penetration through product innovation; educate sales leaders on product capabilities and customer/prospect communications. <p><i>Select Achievements</i></p> <ul style="list-style-type: none">Managed design, build, launch, and market delivery of Deal Marketing, realizing \$650K+ in added annual revenue and key strategic customer wins leading to cross-selling of the Intralinks product suite.Initiated product marketing transformation, working closely with stakeholders and sales strategists to streamline cross-team processes and adopt competitive intelligence and win/loss analysis frameworks.	
4/2019-1/2021	INTRALINKS BY SS&C TECHNOLOGIES Principal Software Engineer Project	BOSTON, MA
	<ul style="list-style-type: none">Assumed project lead role following 2019 acquisition, directing post-merger integration of BankerBox with SS&C Intralinks ecosystem. Responsible for developing and guiding team of six engineers.Drove product research & development, design, and architecture to position <i>Intralinks for Deal Marketing</i> product for global banking, deal making, and capital markets.Led full lifecycle project management of software and app development, from design to deployment, utilizing scrum/agile frameworks. Fulfilled dual responsibilities as software engineer and scrum master prior to team expansion. <p><i>Select Achievements</i></p> <ul style="list-style-type: none">Served integral role in Intralinks earning the trust and business of 99% of Fortune 1000 companies, executing more than \$34.7T worth of financial transactions with 8.2K M&A deals closed on the platform.Achieved \$350K+ in revenue within six-month period, despite launching amidst COVID-19 pandemic; increased cross-product win-rate with select clients from <10% to >80% and attracted net-new customers.Completed product demos and feedback sessions with Goldman Sachs, Deutsche Bank, Bank of America, and BMO Capital Markets. Increased platform users/customers from zero to 1.5K+ in 30 months	
2/2017-2/2019	BANKERBOX Co-Founder & Chief Technology Officer - <i>Acquired by Intralinks/SS&C Technologies in 2019</i>	DENVER, CO
	<ul style="list-style-type: none">Founded FinTech SaaS company providing cloud-based process management platform that automates low-value, time-consuming tasks while maintaining a high-touch, personalized approach to M&A management.Directed design and development of software, transitioning from conventional, segregated tools like CRM, VDR, Excel, and email, instead utilizing modern, streamlined transaction management software.	

- Co-directed with CEO, successful sale of BankerBox in 2019, driving negotiations with two major fintech software companies that led to its acquisition.

1/2013- 2/2019	DIGIQUATICS Co-Founder & Chief Technology Officer - <i>Sold DigiQuatics to private buyer in 2019</i>	DENVER, CO
	<ul style="list-style-type: none"> • Founded SaaS company, netting \$50K+ in first operating year with \$250K+ in revenue generation in 2019. • Developed and launched mobile and web-based app designed for pool managers, eliminating paperwork, automating operations, and managing staff scheduling and communications in centralized platform. • Oversaw software and product development teams, while collaborating closely with the Co-Founder & CEO to identify marketing, business development, and technology opportunities. • Grew company from zero users to more than 50K in six years; expanded market reach internationally with users spanning five countries, including the U.S., Canada, Australia, Russia, and Oman. 	

ADDITIONAL EXPERIENCE

2/2015- Present	AUTOLYTX Co-Founder & Chief Product Officer	DENVER, CO
	<ul style="list-style-type: none"> • Founded automotive inventory analytics SaaS company serving customers such as AutoNation (Fortune 145), helping automobile manufacturers and dealers harness the power of data to build profitable, fast-selling car inventories. • Grew annual revenue generation from zero to \$200K+, catering to 13 clients nationally • Spearhead technical strategy, business development, and digital marketing programs. • Provide data-driven recommendations that power \$50M in inventory orders each month. Expand users' understanding of market trends and ability to identify and act on opportunities leveraging AI. 	
10/2020- 7/2021	XOXO CAPITAL Co-Founder & General Partner - <i>Sold 25% ownership of shares to private buyers in 2021</i>	SANTA MONICA, CA
	<ul style="list-style-type: none"> • Co-founded micro private equity firm with four general partners, acquiring SaaS solutions targeting developers. Raised 6-figure fund and consummated three transactions over a period of 6 months. • Led technical due diligence for Toybox acquisition a design and website feedback SaaS (YC S18). Sold at 1.25x multiple (Crux Digital was acquirer). • Sourced and executed acquisition for Sheet.Best a fast-growing Google Sheet to API SaaS. Featured in FreeCodeCamp & grew revenue 200% in 6 months. • Worked with general partners to consummate acquisition of ScreenShotAPI.net a screenshot API SaaS. Grew revenue 500% in 8 months. 	

EDUCATION

COLORADO SCHOOL OF MINES Bachelor of Science, Economics	GOLDEN, CO
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CERTIFICATIONS

- CSM | A-CSM | CSP-SM | CSPO | A-CSPO | CSP-PO, Scrum Alliance (2021-2022)
- Product Manager | Technical PM | Product Owner, Product Management HQ (PMHQ) (2021)
- Content Marketing & Email Marketing, HubSpot Academy (2021)
- Product Analytics Certification (PAC), Product School & Mixpanel (2021)
- Google Analytics & Google Ads Search, Google (2021)
- How to Buy, Grow, and Sell Small Companies, Micro-Acquisitions (2021)

TECHNICAL

- **Frameworks:** Rails (Ruby), Node.js (JavaScript) / React / Next.js, Flask (Python), Vue.js, Angular, Ionic
- **DBMS:** PostgreSQL, MySQL, NoSQL (MonnoDB), Firebase
- **Technology:** JSON, RESTful Applications, API Design, System Architecture, XML, SSH, Security Tools, Microsoft Office Suite (VBA), Mixpanel, Google Analytics, Google Ads, Tableau, Aha, Jira, GitHub