**Michael D Pierce**

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**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

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| **EXPERIENCE** | |
| 1/2021-  Present | **Intralinks by SS&C Technologies Boston, MA**  **Principal Product Manager**   * 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.   *Select Achievements*   * 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 Boston, MA**  **Principal Software Engineer Project**   * 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 *Intralinks for Deal Marketing* 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.   *Select Achievements*   * 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 Denver, CO**  **Co-Founder & Chief Technology Officer** - *Acquired by Intralinks/SS&C Technologies in 2019*   * 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 Denver, CO**  **Co-Founder & Chief Technology Officer** -*Sold DigiQuatics to private buyer in 2019*   * 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 Denver, CO**  **Co-Founder & Chief Product Officer**   * 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 Santa Monica, CA**  **Co-Founder & General Partner** -*Sold 25% ownership of shares to private buyers in 2021*   * 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. |
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| **EDUCATION** | |
|  | **Colorado School of Mines Golden, CO**  Bachelor of Science, Economics |
| **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 (MonboDB), 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 |