

# Nathan Knisley

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## EXPERIENCE

### PetFriendly, Omaha, NE

*PetFriendly is a subscription-based pet wellness brand startup. I was recruited by the CEO to join as Chief of Staff, where I led and delivered the largest company objective to-date, in custom headless Shopify adoption, built to support subscription products.*

#### Chief of Staff.

2022 - 2024

In this role, I:

- Developed company strategy for Brand, Growth, Customer Happiness, Dev, and Leadership
- Established data strategy and process
- Acted as OKR leader for all departments
- Coordinated all physical product launches
- Stepped in as acting Chief Executive for inquiries and business functions to support CEO

### Flywheel/WP Engine, Omaha, NE

*Flywheel is a powerful WordPress hosting platform startup. Flywheel was acquired by WP Engine in 2019. WP Engine is the world's most trusted WordPress technology company. I joined Flywheel as a product leader and my roles advanced and changed with the company's growing needs.*

#### Agile Coach.

2021 - 2022

In this role, I:

- Proactively leveled-up the Scrum and process engineering team, growing from 20 employees to 80+. I coached, developed new and improved processes, and held team and department-level retrospectives
- Developed product processes for all Flywheel teams to improve efficiency and product delivery
- Trained teams on Agile/Scrum framework, including Kanban, release planning, story writing, and bootstrapping, later supporting them through active coaching
- Collaborated with Marketing, Customer Experience, Engineering and Product Managers, Scrum Masters, Designers, and Front-End

#### Product Manager & Sr. Scrum Master.

2018 - 2021

In this role, I:

- Managed the delivery team of "Local by Flywheel" - The company's second-ever product offering
- Developed a customer-led approach to the "Local Pro" product, offering go-to-market features and product roadmap, using user research
- Led the Flywheel Cloud Platform team
- Created the Product Management Community of Practice and led that group to continuous improvement in product practice, user engagement, and Minimum Lovable Product (MLP)

### Mutual of Omaha, Omaha, NE

*Mutual of Omaha is a Fortune 500 mutual insurance, finance, and Medicare company, founded in 1909. As a Product leader, I delivered the first Big Data Platform ever at the company. My focus on employee well-being landed me the 2017 Mutual of Omaha Living Well Award.*

#### Product Manager.

2017 - 2018

In this role, I:

- Managed the Data Platform team where I delivered a big data cluster (utilizing Hadoop) to enable massive unstructured data storage to allow for data science experiments to improve the overall product and customer experience
- Established three new teams for Big Data/Data Science initiatives
- Built a team from Mission/Vision to democratized data approach and offerings
- Partnered with the development and platform teams to translate business requirements into deliverables
- Delivered Agile training and support for the company's Agile transformation

# **TEAM Software, Omaha, NE**

*TEAM Software is the world's leading software for security, cleaning, and facilities management companies. My skills in training and implementation brought me to this company, and my skills in Product aided me in leveling up the company and delivering an 11-year conversion project as the lead Product Manager.*

## **Product Manager.**

2015 - 2017

- Customer-driven approach to rethinking four highest criticality screens
- Established product team operating playbook
- Innovative Start-Up Idea Award recipient - using mobile application for security and janitorial to be able to fill shifts much like task rabbit or thumbtack for this company that serves. Improved employee backfill for uncovered positions.

## **Implementation Specialist, 2014 - 2015**

- Training timeline management, including creating overall project plan, assigning tasks and setting and meeting milestone dates, collecting client feedback, negotiating changes in original schedule
- Create and distribute online training videos
- Provide client training via Web conferencing, phone conferencing

# **MacPractice, Lincoln, NE**

## **Implementation Coordinator, 2013**

- Coordinate internationally with all company departments to ensure customer satisfaction for all new clients
- Coordinate externally with sales team, trainers, and third-parties for above-standard software transition as primary point of contact
- Implementation project management

## **Corporate & West Coast Trainer, 2009-2012**

MacPractice, Lincoln, NE/ CA, NV, OR, WA, ID

- Primary trainer for the United States, Australia, Ireland, and Canada markets
- Train thousands of clients on all aspects of software and software transition via needs-based implementation plan

# **CERTIFICATIONS**

Certified Scrum@Scale (with Jeff Sutherland) 2019

Certified Scrum Professional (Product Owner and Scrum Master) 2018

Certified Scrum Product Owner (with Mike Cohn) 2017

Certified Scrum Master (with Mike Cohn) 2016

# **EDUCATION**

SCC, Lincoln, NE

Associate of Information Technology, September 2006

Focus in Microcomputer Technology and Network Administration

# **SKILLS**

- Leadership
- Strategic Thinking
- Qualitative Data
- Quantitative Data
- Peer Mentorship/Coaching
- Product Management
- SQL, Tableau, Looker, Big Query
- Concise Documentation

# **COMMUNITY SERVICE**

Vice President, Community Bike Project Board, Omaha, 2019 - 2022

Flywheel Community Committee, Omaha, NE

TEAM Community Service Planning Committee, Omaha, NE

TeamMates, Omaha, NE