Micah Evans

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PROFILE

Senior product and technology leader with 15 years of experience across Fintech, eCommerce, B2B SaaS, Market Research, and Telecom, responsible for delivering products and P&L generating $100M+ of revenue within startups through enterprise orgs. Expert at creating roadmaps and go to market strategies that take products from conception to launch, balancing proven experience with a growth and curiosity focused mindset. More than 8 years of experience building high-performing product and globally distributed teams of up to 60 members, leading multi-level organizations through a lens of servant leadership.

Career Highlights:

- **3x successes in building high-performing product teams** and leading organization wide transformations to product-driven approaches to strategy, customer-centric research, roadmaps, prioritization, and **metrics/OKRs**
- Built and executed strategy to address declining trends in subscribers and profitability in core business at CREDO, achieving **subscriber growth** while improving margin per customer by **more than 20%** ($10M EBITDA impact)
- **0 to 1** for renewable energy focused CREDO Energy, with successful launch into **19 markets** within 12 months
- Delivered 'Joint Venture' product feature set at ClickBank for entrepreneurs, contributing $**25M in ARR**

EXPERIENCE

Vice President of Product, Atlas Primary   2022 – 2023

Senior leadership for Atlas Primary, a mission-based startup in the healthcare research industry. Responsibilities included defining product strategy, building a technical delivery team, and transitioning product development in-house.

- Hired and onboarded 6 product and engineering team members while leading successful knowledge transfer from external consultancies to internal teams without disruption or loss in delivery velocity
- Created strategic roadmap focused on innovation through medical foundation engagement, completing discovery and business case for new product line forecasted to deliver a 300% ROI within 18 months

Vice President of Product and Software Engineering, CREDO Mobile   2017 – 2021

Product and technology leadership for CREDO Mobile, an SF Bay area mission focused mobile phone company. Built top-tier product and engineering teams, led product transformation, developed strategic roadmap and spearheaded technical innovation. Core member of M&A team leading to company acquisition in 2021.

- Led Product, UX/UI, Software Engineering, Data, IT, Carrier, and Operations teams; scaled department to 60 members with responsibility for $12 million in budget and generation of $100M in annual revenue
- Onboarded product org of 6 (Product Managers, UX/UI Designers), leading 100% of roadmap ideation and delivery
- Introduced and led company-wide product roadmap planning, creating alignment around strategic priorities to deliver growth, achieved a 100%+ increase in technical velocity, accelerating from 4 to 10 major releases per year
- Ownership of strategic relationships including biggest channel partners Verizon, T-Mobile, Apple, Google, and Samsung, effectively renegotiated several key contracts leading to $10M+ in annual savings
- Launched new Adobe Commerce eCommerce storefront, enabling A/B Testing and iterative conversion enhancements, delivering a 12% increase to online sales order rates
- Championed strategy for new Customer Data Platform, leveraging ML to enable personalization of content and accuracy with multi-touch sales attribution, delivering a 15% increase in buy-flow and upsell conversion

Director of Product Management, ClickBank   2014 – 2017

Led product management and product marketing at ClickBank, a leading global eCommerce retailer, performance marketing platform and marketplace providing end-to-end commerce solutions for product creators, marketers, and entrepreneurs. As a player/coach, hired and grew team of 6 product members while leading strategy and execution for critical business initiatives.

- Managed product strategy and execution for marketplace and eCommerce platform, crafting and delivering against an aggressive roadmap that enabled the company to reach $500M in annual revenue
- Executed product led growth strategies increasing new creator acquisition by 15%, while expanding marketplace and improving buyer conversion through funnel optimization, delivering 10% YoY growth in annual revenue
- Cultivated high performing product organization with leadership of product management, product marketing, and PMO, with a focus on providing team members with opportunities for growth and advancement

Technical Product Manager, Cachematrix — 2011 – 2014

Directed product strategy, stakeholder and client management, and project delivery for Cachematrix, an innovative fintech SaaS and DaaS firm providing solutions for cash management and liquidity to many of the world's largest financial institutions.

- Led user research, roadmap development, prioritization, and project delivery for trading and data platform solutions for the banking industry, generating $5M+ in annual revenue
- Product leadership for greenfield technical products, including an integration platform solution that provided asset management firms with real-time visibility into more than $1T of daily mutual fund money flows

Product Manager, IHS Markit — 2010 – 2011

Led product development for sophisticated integrated and data intensive financial solutions for IHS Markit, a fintech company that designs and develops custom websites, reports, data, and tools for the financial industry.

- Responsible for leading cross-functional teams of 20 team members to build industry-leading financial research websites, applications, and data solutions for web, embedded (desktop) apps, iOS, Android, and Blackberry
- Grew annual revenue by 30% from a portfolio of international banking clients including Scotiabank, TD Waterhouse, and Goldman Sachs, through upsells of additional innovative and high-value financial products and services

Product Manager, Research Now — 2007 – 2010

First product manager for Research Now, the global leader in market research online sampling and data collection. Owned platform product and feature delivery, cross-functional team leadership, and business process definition.

- Successfully delivered quote-to-cash integrated Salesforce, Savvion BPM, and PeopleSoft solution, unlocking an aggressive international expansion strategy into European and Asian markets, driving 50%+ YoY international growth
- Achieved 40% productivity improvement and $1.2M in annual operational savings through launch of an innovative Adobe Flex based real-time data query and reporting product

SKILLS

Product Management: Vision and strategy, New product Ideation and innovation, Product market fit, 0-1 delivery, Product marketing, Roadmaps, Prioritization, Product requirements, User experience, Quantitative and qualitative research, Cross-functional leadership, Technical and non-technical communication, Setting KPIs and OKRs, Competitive analysis

Leadership: Coaching and mentoring**,** Digital transformations, Pricing, P&L, Enterprise planning, Sales enablement, Partner management, Effective communication, Compliance and regulatory, Due diligence, M&A

Technical: Systems architecture, Public cloud, SDLC, Agile / Scrum / Kanban, SaaS / PaaS / DaaS, APIs, Integrations, Collaboration and workflow (Atlassian Suite, Figma, Notion, Miro, Whimsical), Analytics (SQL, Google Analytics, Mode), Generative AI Prompt Engineering (ChatGPT, OpenAI GTPs, Bard)

EDUCATION AND CERTIFICATIONS

MBA, Strategic Management and **MA, International Management Studies:** *University of Texas at Dallas*
BBA, Management: *Pittsburg State University*

Pragmatic Certified Product Manager (PMC-V): *Pragmatic Institute*
Certified ScrumMaster (CSM): *ScrumAlliance*
AWS Certified Cloud Practitioner (CLF-C01): *Amazon Web Services*
Intro to Artificial Intelligence: *Udacity*

INTERESTS

Product Mentor, ADPList *(2022 – Present):* Provide 4 to 8 mentoring sessions per month for a global audience of early and mid-career stage mentees, covering topics including product management, technology, work culture, and career coaching

Volunteer and Foster, Western Border Collie Rescue *(2015 – Present):* Perform fostering, home visits, evaluations, and general support to ensure that rescued dogs can be rehabilitated and placed into forever homes

Economic Development Volunteer, US Peace Corps to Ukraine *(2003 – 2005): C*ompleted service as an economic development volunteer in Crimea, Ukraine. Responsibilities included cultural assimilation and technical skills transfer

Activities and Interests: Backcountry and downhill skiing, skijor, mountain biking, trail running, mountaineering, hiking, canine agility and training, experiential travel, cooking, reading, community engagement, leveraging technology for social good