



RYAN POWELL

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WORK EXPERIENCE

sproutsocial

Sprout Social – Chicago, IL
Senior Product Manager

09/2017 – Present

PARKWHIZ

ParkWhiz – Chicago, IL
Product Manager

11/2015 – 09/2017

PRESCIENT

Prescient – Chicago, IL
Product Manager

12/2013 – 11/2015



Excella Consulting – Arlington, VA
Senior Business Analyst

05/2010 – 12/2013



Ernst & Young, LLP – McLean, VA
Senior IT Auditor

08/2007 – 05/2010

ACCOMPLISHMENTS

Sprout Social

- Responsible for developing product vision, strategy and roadmap for Bambu by Sprout Social
- Created a customer experience research program, facilitating weekly interviews with users
- Reduced churn and increased mobile 7-day actives by 20%

ParkWhiz

- Led ParkWhiz.com redesign, increasing conversions by **2 points** and decreasing **bounce rates by 10%**
- Launched significant mobile app update, **increasing annual net revenue** by an estimated **\$100k - \$125k**
- Owned roadmap, including product discovery and prioritization of concurrent efforts for **four sprint teams**

Prescient

- Co-founded 'SpotLit, a due diligence SaaS application **in less than 4 months**
- Drove company revenues for 'SpotLit' from **\$0 to \$2.5 million in 10 months**

CURRENT RESPONSIBILITIES

- Distill the product vision into a compelling product strategy and roadmap that the product team can build towards
- Think big, identify large innovative opportunities and develop concrete plans for how to take advantage of them
- Simplify, realize 80% of the value of any project or feature with 20% of the effort
- Prioritize, balance quick wins vs. platform investments appropriately
- Forecast the approximate benefit of a project or feature by applying past experience and leveraging comparable benchmarks

EDUCATION

Pamplin College of Business, Virginia Tech

B.S. Business Information Technology (2007)

M.S. Information Technology (completed courses below)

CS 5704 Software Engineering

CS 5044 Objected Oriented Analysis & Design

SKILLS

Product/Project: JIRA, Confluence, Trello, Pivotal Tracker

Data: Mixpanel, Google Analytics, Looker

Web: SQL, Python/Django, HTML, CSS

Design: Photoshop, Balsamiq, Sketch, Zeplin

Video: Premiere Pro, After Effects, Final Cut Pro

INTERESTS

Family • My chocolate lab • Videography • CrossFit • Biking • Cooking • Hokie Football • Cubs Baseball