

SUMMARY

Director-level Product Manager with 12+ years leading SaaS and data-driven platform strategy across registration, payments, and engagement ecosystems. Proven record of scaling subscription revenue (+25%), improving retention (+22%), and reducing onboarding cycles (-40%). Expert in translating customer insights and partner needs into product roadmaps that drive growth, compliance, and trust. Adept in Stripe-based payments, data architecture, and analytics pipelines. Passionate about advancing youth and amateur sports through technology that strengthens community access and participation.

- Product Strategy & Vision
 - Partner & Stakeholder Management
 - Youth & Amateur Sports Technology
- Customer Research & Insights
 - Agile Team Leadership
 - Compliance & Risk Management
- Market & Competitive Analysis
 - Go-To-Market Planning
 - Sports Data & Analytics Platforms

PROFESSIONAL EXPERIENCE

North Texas Amateur Baseball Foundation	April 2025 - Present
Vice President, Rookie Division	Dallas, TX
<ul style="list-style-type: none">Expanded Rookie League participation by 50% (4 → 6 teams) through roadmap planning, year-round scheduling, and operational scaling.Deployed GameChanger for live scoring and streaming, driving fan engagement and increasing digital visibility.Standardized talent evaluation via data-driven tryouts and roster management, delivering scouting reports that improved competitive balance.	
RazorMetrics	September 2024 – Present
Senior Product Manager	Dallas, TX
<ul style="list-style-type: none">Directed end-to-end product lifecycle for a self-service configuration and automation platform, cutting onboarding cycles 40%.Collaborated with engineering, legal, and operations to implement compliance-ready approval workflows that balanced speed and regulatory standards.Partnered with marketing and sales to define KPIs and adoption metrics, aligning roadmap execution to strategic OKRs.Reduced automation errors 20% through improved validation and data-handling logic.Built integrations with internal APIs and external client systems to streamline multi-tenant configuration management.	
TeleVox	April 2023 – April 2024
Senior Product Manager (Contract Role)	Dallas, TX
<ul style="list-style-type: none">Increased DAU 17% by owning roadmap for multi-channel engagement suite (check-in, payments, feedback).Reduced churn with push/SMS/in-app engagement mechanics for at-risk cohorts.Launched feedback + sentiment module, creating analytics-driven upsell opportunities.	
7Eleven	April 2022 – April 2023
Senior Product Manager (Contract Role)	Dallas, TX
<ul style="list-style-type: none">Expanded 7Now/7Rewards subscription ecosystem, increasing recurring revenue by 25%.Converted customer insights into pricing/feature launches, improving adoption and LTV.Directed cross-functional Agile teams to launch engagement modules that improved user activation by 17% and customer retention by 22%, mirroring audience engagement models used in sports tech ecosystems.	

EARLIER EXPERIENCE

Held senior product and operations roles at ShareCare, AllerVie Health, HHAeXchange, NeurAbilities, and Aveanna. Highlights include launching a mobile health product adopted by 100+ businesses that generated \$500K ARR, directing EMR implementations across 100+ clinics, scaling a mobile staffing application that improved revenue by 10%, and leading teams that delivered KPI-driven workflows and process automation.

EDUCATION

Northwestern University	In-Progress
M.A. Sports Administration & Analytics (NCAA Specialization)	
University of Phoenix	
M.B.A.	
University of Texas at El Paso	
B.B.A. Business Administration Management	

CERTIFICATIONS

Scrum Certified Product Owner | Scrum Alliance