

SUMMARY

Product and systems leader with 12+ years of experience building technology that connects teams, data, and people. Proven track record of launching SaaS and engagement platforms that scale revenue, improve retention, and enhance the fan and athlete experience. Passionate about using technology to advance sports organizations, empower community participation, and bridge the gap between on-field performance and operational excellence. Recognized for leading high-performing teams and delivering measurable business outcomes.

PROFESSIONAL EXPERIENCE

North Texas Amateur Baseball Foundation
Vice President, Rookie Division

April 2025 – Present

Scope & Mission: Lead operations, registration, and digital transformation for the Rookie Division of the North Texas Amateur Baseball Foundation. Focused on improving player experience, expanding participation, and integrating data and technology to strengthen league operations.

Key Outcomes

- Expanded Rookie Division participation by 50 percent (4 to 6 teams) through structured tryouts, year-round scheduling, and process automation.
- Established the league's digital operations infrastructure using GameChanger, creating workflows for live scoring, real-time analytics, and fan streaming experiences that expanded the Rookie Division's online following.
- Designed and implemented data-driven player evaluation and roster management workflows to improve team balance and talent placement.
- Developed digital outreach and communication initiatives, including social media content, newsletters, and event promotion that increased player engagement and community awareness.
- Partnered with the Board of Directors to modernize league policies, improve competitive structure, and align growth with broader NTABL objectives.

Core Competencies: Sports Operations | Data & Analytics | Digital Engagement | Leadership

RazorMetrics
Senior Product Manager

September 2025 – Present

Scope & Mission: Lead multiple product initiatives across RazorMetrics' enterprise SaaS platform, with a primary focus on developing the self-service configuration and automation product that accelerates client onboarding, strengthens compliance, and reduces operational complexity.

Key Outcomes

- Directed the lifecycle of RazorMetrics' self-service configuration and automation platform, reducing onboarding cycles 40% and accelerating time-to-value for enterprise clients.
- Designed and launched compliance-ready approval workflows with Engineering, Legal, and Operations, reducing release bottlenecks while meeting regulatory standards.
- Defined adoption KPIs with Operations and Sales, aligning roadmap priorities to company OKRs and improving cross-team visibility into product performance.
- Improved automation accuracy 20% through enhanced validation and data-handling logic, increasing reliability and reducing customer support incidents.

Core Competencies: Product Strategy | Automation and Workflow Design | Data and Analytics | Cross-Functional Leadership | Compliance Enablement | Systems Integration | Process Optimization

TeleVox
Senior Product Manager (Contract)

April 2023 – April 2024

Scope & Mission: Led roadmap strategy and delivery for TeleVox's multi-channel patient engagement suite, improving communication, retention, and revenue for healthcare clients. Managed and guided Product Owners across feature areas to align roadmaps, define priorities, and ensure consistent execution in partnership with design, engineering, and analytics teams.

Key Outcomes

- Increased daily active usage 17% by optimizing engagement features across push, SMS, and in-app channels.
- Reduced patient churn by developing targeted re-engagement flows for at-risk cohorts.
- Launched feedback and sentiment analysis module, enabling client success teams to identify upsell opportunities and improve customer satisfaction.
- Partnered with design, engineering, and analytics to modernize UI workflows and enhance usability across mobile and web platforms.
- Implemented A/B testing and analytics dashboards to track message performance and inform future feature prioritization.

Core Competencies: Product Strategy and Roadmapping | Product Owner Management | User Engagement and Retention | Multi-Channel Communication | Data Analytics | Experimentation and A/B Testing | Cross-Functional Collaboration

Senior Product Manager (Contract)

Scope & Mission: Owned product strategy and roadmap for 7-Eleven's digital loyalty and subscription ecosystem, driving engagement and retention across the 7Now and 7Rewards platforms. Partnered with engineering, marketing, and data teams to scale recurring-revenue models, optimize customer experiences, and strengthen loyalty through personalized offers and pricing.

Key Outcomes

- Expanded subscription ecosystem, increasing recurring revenue by 25 percent and boosting user retention by 22 percent through benefits optimization and pricing segmentation.
- Delivered new loyalty program features informed by behavioral analytics, improving customer lifetime value and engagement frequency.
- Collaborated with engineering and marketing to refine in-app user journeys, reducing friction during signup and checkout processes.
- Partnered with finance to align pricing, promotions, and customer data across mobile and web channels, ensuring consistent experience and revenue tracking.
- Utilized data-driven experimentation to evaluate offer performance and guide roadmap prioritization.

Core Competencies: Product Strategy and Roadmapping | Subscription and Loyalty Models | Data-Driven Experimentation | User Experience Optimization | Cross-Functional Leadership | Customer Retention and Growth

EARLIER EXPERIENCE (2012 – 2022)

Held senior operations and product delivery leadership roles at ShareCare, AllerVie Health, HHAExchange, NeurAbilities, and Aveanna Healthcare. Directed large-scale operational programs with full P&L oversight, driving revenue growth, cost optimization, and strategic expansion across multi-site organizations.

- Managed multi-million-dollar P&L portfolios, balancing revenue targets, margin efficiency, and operational performance across multiple business lines.
- Led and developed cross-functional teams of 50+ staff across operations, technology, and regional leadership, fostering a culture of accountability and continuous improvement.
- Delivered enterprise process improvement and workflow automation initiatives that increased efficiency and reduced turnaround times.
- Oversaw nationwide program integrations following mergers and acquisitions, standardizing systems, communication, and performance tracking across 100+ clinics.
- Partnered with executive leadership to define strategic growth plans, resulting in improved operational scalability and sustainable revenue growth.
- Implemented new operational reporting systems that improved visibility into regional performance metrics and margin trends.

Core Competencies: P&L Management | Operational Leadership | Revenue Growth and Strategy | Cross-Functional Team Development | Business Transformation | Process Optimization | Strategic Execution

EDUCATION

Northwestern University | Master of Arts, Sports Administration & Analytics | In Progress

University of Phoenix | Master of Business Administration (MBA)

University of Texas at El Paso | Bachelor of Business Administration, Management

CERTIFICATIONS

Certified Scrum Product Owner (CSPO) | Six Sigma White Belt | Lean White Belt | Product School – AI, Analytics, Growth & Strategy