

SUMMARY

Senior Product Manager with 12+ years of experience delivering consumer-facing SaaS, subscription, and engagement platforms. Proven ability to define product roadmaps, scale recurring revenue (+25%), improve retention (+22%), and increase DAU (+17%). Skilled at leveraging AI, experimentation, and analytics to optimize fan and user experiences. Experienced in live sports operations, app-based engagement, and real-time data platforms. Currently pursuing an M.A. in Sports Administration & Analytics at Northwestern University.

- Product Strategy & Roadmapping
 - IoT & Real-Time Data Pipelines
 - Subscription & Membership Models
- KPI/OKR Definition & Tracking
 - Customer Research & Insights
 - Mobile App Lifecycle Management
- API & SDK Integrations
 - A/B Testing & Experimentation
 - 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">Cut onboarding cycles 40% with self-service configuration platform, reducing engineering dependency.Reduced automation failures 20% by strengthening validation/error detection.Built compliance-ready approval workflows with Legal/Ops, reducing risk while sustaining release speed.Enabled faster customer adoption by automating configuration across multiple client environments, reducing onboarding time from weeks to days and accelerating time-to-value for new accounts	
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%.Lifted retention 22% through segmentation-driven benefits and loyalty-based pricing.Converted customer insights into pricing/feature launches, improving adoption and LTV.	

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	Completed
M.B.A.	
University of Texas at El Paso	Completed
B.B.A. Business Administration Management	

CERTIFICATIONS

Scrum Certified Product Owner | Scrum Alliance
Artificial Intelligence | Product School