



As a Technical Product Manager, I lead teams who turn opportunities into tools that empower people. With a design education and engineering background, I am passionate about bringing cross-functional teams together to tackle complex challenges, develop tools to connect clients to their audiences, migrate legacy systems, and work more efficiently.

SKILLS & TOOLS

Skills: Certified Scrum Product Owner, product management, business analysis, backlog grooming and prioritization, competitive analysis, release planning, resource forecasting, project management, data modeling, migration planning, wireframing, persona creation, user flows

Tools: Jira, Smartsheet, Google Analytics, Git, SQL, Cloudflare (Workers, Pages, CDN/DNS, WAF), AWS (CDK, API Gateway, Lambda, EC2, Route 53, Amplify), Google Cloud Compute (GKE, GCS), Contentful, JavaScript/TypeScript, React, Next.js, PHP, Sentry, RollBar, Postman

Soft Skills: Workshops and discovery facilitation, remote team building, managing stakeholders, written communication, public speaking

EXPERIENCE

Aug 2021 – Present **Product Manager** **Cloudflare** Austin / Remote
Product lead for Marketing Engineering, guiding the growth of mar-tech integrations (Marketo, Adobe CDP) to support data-driven and personalized promotions as well as the editorial tools and infrastructure for cloudflare.com and our blog.

Jan 2020 – July 2021 **Product Manager** **Very** Remote
Product vision consulting, prioritizing stakeholder goals into roadmaps, serving as Product Owner and Scrum Master, resource and budget planning, process improvement, directly managing engineers and one PM.

- **Peloton** — Requirements gathering and planning for new fulfillment logistics integrations to cover 50% of North American orders.
- **Kickfin** — Led rebuild of a hospitality payment application as React SPA frontend consumer to client's new REST API backend, launched to 800 restaurants nationwide in summer 2021.
- **Complex Media: Sole Collector app** — Launched iOS retail marketplace app and backend microservices with 50k downloads driving 40k partner referrals across 5 retailers in its first 30 days, earning a 4.9 star rating.
- **Socialyte: Insyte** — Led re-architecture of campaign tracking app to repair legacy code, handle larger data sets, and increase speed to add more customers and campaigns without hiring more support team members.
- **Led discovery workshops and wrote project plans** for B2C IoT, iOS gaming, retail eCommerce clients.
- Scoped, estimated, and sold contract extensions totaling over \$1 million revenue in my first year.

May 2016 – Nov 2019 **Product Owner** **Four Kitchens** Remote
Introduced Product Owner as an internal client service role to respond to market expectations for solutions-driven consulting: Internal advocate for stakeholders, collaborated with user researchers, led requirements gathering and prioritization, controlled scope, and managed product backlogs for large-scale websites and publishing platforms.

- Constructed sales strategy and pricing for Support Department to standardize contracts and increase capacity utilization.
- **Oregon Public Broadcasting — Digital Strategist:** Two-year engagement leading rounds of consulting to guide newsroom digital-first transformation. Lead author of a vision roadmap report. Guided vendor selection.
- **Frontline Medical Communications — Product Owner and Scrum Master:** Expansion of a publishing platform for 50 academic journals. Reduced average page load time by 75% and increased user registration to drive subscriptions.
- **Forcepoint: Rebranding — Product Owner and Lead Frontend Engineer:** Built an internationalized and localized marketing site to reduce content publish delay by 90% and eliminate separately maintained regional sites.

Oct 2012 – April 2016 **Designer & Frontend Engineer** **Four Kitchens** Austin / Remote
Mobile-first responsive frontend development, Drupal theming and module development, graphic design.

EDUCATION

B.F.A. Graphic Design & Advertising, The University of Tulsa, 2011

Certified Scrum Product Owner (CSPO), ScrumAlliance, 2016

COMMUNITY

Jan 2019 – Present **Southwest Collegiate Cyber Defence Competition**, Project Manager, Scenario Writer, Support Dispatch
Jan 2015 – Present **Zilker Theatre Productions**, Member of the Board of Directors, Producer, Backstage Manager, IT Admin

SELECTED CONTENT

Oct 2021 **Route Not Found on the Edge: a Cloudflare-Powered Location-Aware Roadtrip Blog**
Jan 2021 **The Many "Hello, Worlds" of Christmas: Advent of Code 2020**
April 2020 **React Native: Hello World to Hangboard Coach in Two Weeks**, Very Possible Blog
April 2019 **Estimate for Iteration with Story Points & Thin Vertical Slices**, Speaker, DrupalCon Seattle
Projects and content at tsmith.com. Code and experiments at github.com/tsmith512.