

# TYLER L. TWEETEN

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## PRODUCT MANAGER

**Business Solutions | Product Management Leadership | Revenue Generation**

Accomplished, certified technical product management professional with extensive experience providing the leadership needed to achieve key organizational product-related business goals and objectives. Skilled at developing and executing strategy based on product management best practices, innovation, and wide-ranging technical business experience to deliver cutting-edge solutions that optimize overall operational effectiveness. Proven strength in building long-term, professional relationships with strategic business partners and product stakeholders based on the effectiveness of the leadership, solutions, and support delivered. Recognized for producing impactful results while leading in fast-paced, dynamic technical business environments.

### AREAS OF EXPERTISE

- Solution Implementations
- Business Requirements
- Product Development
- Analysis & Reporting
- Product Lifecycle Management
- Strategic Business Partnerships
- Cross-Functional Collaboration
- Software Development Lifecycle
- Strategy & Execution
- Process Improvement
- Stakeholder Communication
- Project Management

### TECHNICAL PROFICIENCY

JavaScript, Databricks, Python, SQL, Data Visualization, Atlassian Product Suite, Microsoft Office Suite  
Databricks Genie, n8n.ai, Lovable, Github CoPilot, Claude.ai, ChatGPT

### CERTIFICATIONS

Certified Scrum Product Owner – Scrum Alliance  
Professional Scrum Master I (PSM I) – Scrum.org

### PROFESSIONAL EXPERIENCE

#### KEY DATA DASHBOARD

2023 - Present

##### *Director of Delivery Management*

- Provide wide-ranging leadership and support while serving in a director-level role, driving highly effective delivery management efforts.
- Play a pivotal role in guiding our Engineering and Product teams toward operational excellence by utilizing best practices from various software development frameworks.
- Responsible for overseeing the execution of complex software initiatives, fostering a collaborative environment, and using data-driven processes to measure and enhance team delivery performance.
- Lead the planning and execution of software products/features/projects, ensuring scope, schedule, and quality are aligned with business goals and use metrics to track progress and identify areas for improvement.
- Manage a high-performing Delivery Manager through a committed approach to coaching and development.
- Notable achievements while in the position have included:
  - Recipient of an internal promotion from a Delivery Manager in 2024 based on performance.
  - Directed a highly effective transformational engineering program to deliver new Key Data software, resulting in a 40% increase in recurring revenue and positioning the company for acquisition at approximately 9x original value.
  - Implemented a standardized product development lifecycle model, increasing delivery velocity by an average of 30% across engineering and data departments.
  - Collaborated with engineers on data quality architecture, implementing a Databricks-based data monitoring solution, which reduced customer-reported issues by 75%.

#### WORKIVA

2018 - 2023

##### *Delivery Manager (2021 – 2023)*

- Collaborated with teams to facilitate agile product development processes and provided project status visibility to senior management and other teams.
- Organized cross-team projects, removed progress impediments, and proactively monitored and engaged in issue resolution and risk identification.
- Influenced stakeholders and partnered with product development teams to drive incremental improvements.

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Professional Experience Continued

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- Notable achievements while in the position included:
  - Received an internal promotion to Delivery Manager in 2021 based on performance.
  - Organized, executed, and delivered a transformational platform redesign program spanning 7 engineering teams, resulting in \$30M of new annual recurring revenue realized after program completion.
  - Partnered with developers to optimize engineering processes, increasing efficiency by 3-8% per quarter.
  - Developed and implemented a Python-based tool that reduced the engineering department's CI/CD scheduling time by 90%.

*Senior Customer Success Manager (2018 – 2021)*

- Developed and maintained strategic relationships with management, product adoption sponsors, and key stakeholders throughout the customer lifecycle.
- Worked closely with Workiva's Services, Support, Marketing, and Sales teams to drive adoption by ensuring customers were effectively onboarded, trained, and supported throughout the customer journey.
- Notable achievements while in the position included:
  - Received an internal promotion to Senior Customer Success Manager in July 2019 based on performance in the position.
  - Managed a book of 30 customer accounts totaling \$15M in recurring revenue with a 95% retention rate and an average monthly upsell value of \$25,000.
  - Delivered recurring client service projects totaling \$2M monthly in revenue, with process CSAT scores averaging over 90.
  - Added valued input while participating in the internal Feature Expert team to drive the voice of the customer with the Product team, resulting in company NPS score increases of 10-15%.

PREVIOUS EMPLOYMENT: Financial Analyst/Government Fiscal Relations Intern – Rockwell Collins, Commercial Real Estate Asset Management – Principal Global Investors.

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EDUCATION

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**Bachelor of Science, Finance** – Iowa State University, Ames, IA  
Minor: Organizational Management, Harry L. Shadle Scholar