

PROFESSIONAL PROFILE

Versatile and results-oriented product and ecosystems leader with a proven track record in engineering, product management, and partnerships. Expertise in managing integrations, developing product roadmaps, and driving integration strategy. Skilled at working directly with customers to collect valuable feedback and translating insights into actionable improvements. Committed to fostering collaboration across multiple and diverse stakeholders while delivering innovative and valuable solutions to drive business growth and customer satisfaction.

CORE COMPETENCIES

Market Research | Pricing and Packaging | Product Strategy | APIs and Integrations | Product Vision | Decision Making | Market Feedback | Documentation | Requirements Gathering | Project Management | Cross Team Communication | Adaptability

TECHNICAL SKILLS

API Strategy and Design | REST | SOAP | Git | SVN | Zapier | Tray.io | SQL and NoSQL | Docker | Agile | CI/CD | JSON | XML

WORK EXPERIENCE

SENIOR PRODUCT MANAGER, ECOSYSTEMS | Crossbeam | Remote July 2021 – April 2023

- Scoped, planned, and delivered public facing API consisting of 24 endpoints to support partners to leveraging ecosystem data in their products
- Led product delivery for over 20 integrations in the PartnerCloud Marketplace, working cross-functionally with engineering, design, and business development teams to ensure timely and successful launches
- Managed large data export integrations to CRMs and data warehouses (Salesforce, Hubspot, Snowflake, etc.), a primary monetization lever, during a time in which we grew revenue 200%
- Scoped the first ingest public API for the Crossbeam data platform and documented for partner delivery
- Streamlined integration delivery by onboarding a new iPaaS solution while maintaining high quality and confidence in the process
- Collaborated with a pipeline of over 40 partners, providing guidance and support throughout the integration process, from scoping to GTM motions, to ensure successful outcomes for both the company and its partners
- Oversaw the product roadmap for 2 contract development firms, a contract engineer, and an internal team of 5 engineers for all ecosystems development, ensuring alignment with company goals and customer needs
- Developed and implemented a comprehensive integration strategy and process to ensure that the company built high-value integrations that met the needs of its customers while maintaining product-market fit
- Managed out-of-app experiences in widget based integrations to surface Crossbeam externally

SENIOR PARTNERSHIPS MANAGER | Daxko | Remote March 2020 – July 2021

- Exceeded revenue target by sourcing and attributing over \$6 million of revenue through partner channels, surpassing the goal of \$4 million
- Managed and nurtured relationships with 4 strategic partnerships and over 30 technical integration partners to drive mutual growth and success
- Consulted partner developers on the optimal ways to leverage Daxko's APIs to empower their systems with our data, resulting in more efficient and effective integrations
- Led the product management function of a team of API engineers to support integrations and partnership needs
- Spearheaded the successful launch of a partnership marketplace with over 40 partners integrated across 6 distinct product lines and multiple market verticals, including food & beverage, HR, payroll, and more
- Negotiated favorable revenue sharing agreements with 3 strategic partners, each with a targeted market size in excess of \$10 million, resulting in increased revenue and market share for Daxko
- Conducted market research to identify potential partnership opportunities and target industries and develop strategic plans for partnership expansion in key markets

PRODUCT MANAGER | Masimo (acquired from NantHealth) | Panama City, Florida July 2019 – March 2020

- Led a pricing restructuring exercise aimed at reducing deal cycles and increasing revenue by 10% through the development of consistent and straightforward ROI modeling

WORK EXPERIENCE CONTINUED

- Managed 2 B2B FDA-regulated products across four development teams, overseeing the integration of medical devices with electronic health records
- Led architectural improvements to enable regulatory compliance for international clients in Singapore and Denmark, ensuring seamless functionality for users around the globe
- Gathered requirements from customers and conducted market research to drive a 15% increase in market share, identifying new opportunities for product development and expansion
- Led 4 successful releases, ensuring regulatory compliance prior to Masimo's acquisition of NantHealth's Connected Care Division

LEAD SOFTWARE ENGINEER | Masimo (*acquired from NantHealth*) | Panama City, Florida **June 2013 – July 2019**

- Successfully led multiple (up to 3 concurrent) software development teams, managing project timelines, delegating tasks, and ensuring the team meets project goals and deadlines, resulting in the timely delivery of high-quality software product
- Collaborated on the design and implementation of software architecture for on-site, mobile, and cloud-based solutions, resulting in scalable, maintainable, and performant software systems
- Developed an SDK for consistent and scalable integration with medical devices to electronic health records (EHRs)
- Developed and maintained standard operating procedures (SOPs) for the software development and review processes, resulting in timely delivery of quality software and adherence to industry standards
- Worked with partner companies to develop public APIs to allow for direct connections of systems to improve clinical workflows and reduce time spent charting
- Developed integrations to public APIs in EHRs and medical devices
- Successfully developed and delivered code for 2 distinct product code bases and over 20 total releases, utilizing technologies such as Java, Spring, and JavaScript (Angular and Vue), among others
- Conducted code reviews and implemented best practices to ensure high-quality code and maintainable software systems

ADJUNCT PROFESSOR | Florida State University | Panama City, Florida **January 2020 – Present**

- Developed a new 15-week asynchronous online curriculum that aligned with ABET accreditation standards for Ethics and Information Technology, achieving 100% of students meeting the necessary graduation requirements
- Instructed and mentored over 1000 students annually, delivering engaging and effective lectures and fostering a collaborative learning environment
- Managed a team of 4-6 instructional assistants, ensuring timely delivery of grading and compliance with ABET reporting requirements

COURSE MENTOR | Florida State University | Panama City, Florida **June 2013 – December 2019**

- Facilitated classroom discussions and provided academic support to students in 9 different courses over 26 semesters through online communication, contributing to a 95% student satisfaction rate

PROFESSIONAL AFFILIATIONS

MEMBER Partnership Leaders	Ongoing
ADVISORY BOARD MEMBER UNA Customer Experience Program	Ongoing

VOLUNTEERING

Bay County Disc Golf Founder/President 501c3 Charitable Community Panama City, Florida	2018 - Present
Walton High School Tech Advisory Board Member Santa Rosa Beach, Florida	2021 - Present
FSU PC Stem Institute Instructor Summer STEM Educational Camp Panama City, Florida	2013 - 2016

EDUCATION & CERTIFICATIONS

MASTER'S DEGREE Business Administration Florida State University	2017
MASTER'S DEGREE Computer Science/Software Engineering University of West Florida	2014
BACHELOR'S DEGREE Computer Science Florida State University	2013