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Technology leader at the intersection of product, client, technology, and compliance.

CO-FOUNDER • SHARING.APP • SEATTLE, WA • MAR 2025 – PRESENT

Market Gap: Identified gap in market for professionals and small businesses looking for all in one solution for branding and sharing content. Options either required technical skill, significant investment of time, or had features and complexity better suited to larger businesses with dedicated staff.

Market Validation: Working with target customers across different verticals, validated key features and approach with prototype. Confirmed interest in low-friction, highly visual tool.

UX and UI: Refined UX and UI considering Tesler's Law and ensuring that complexity was managed by solution not user. Leveraging experience in customer support and training, designed low-friction content administration workflow. Significant consideration given to real user behavior, consistent experience across device types and browsers, details like "cancel" button behaving the same in all contexts.

Data Structure, Tools, Content Retrieval: With embedded video and audio clips, uploaded images, and links to internal and external content, built out data structure to support efficient retrieval from a variety of sources and that accounted for content creation vs. consumption of published content. Disabled recording feature in video playback solution and implemented UGC recording tool which offers more efficient retrieval and playback for administrators while creating audio and video clips.

Brand Voice: Ensured all aspects of the solution reflect warm and welcoming brand voice, from overview of features, to custom icons in the style of a 90s zine. Created "Morris, Freelance Space Cat", a small cat with big dreams, to show how ease of adoption and value. His professional journey allows new use cases, more advanced features, and analytics to be introduced, giving context to what's possible rather than simply documenting it. He illustrates progressive disclosure.

Cookies, Data, & Accessibility: Established policies for a variety of Regulatory requirements.

PRODUCT STRATEGIST • REORBIT INC. • ISSAQUAH, WA • JAN 2024 – MAR 2025

Roadmap: Established product roadmap for MVP and two additional releases based on priorities of customer base. Moving features not required for launch and some reporting out of MVP accelerated go to market. As development progressed and complexity and scope of features were adjusted, evaluated impact to roadmap and challenged value of added scope. Adding permission driven UI might future proof code, but if not required for MVP, should it be included.

Market Expansion: Identified industries which had not been targeted when product was conceived, but could be accessed without altering the solution. Expansion simply required use cases tailored to industry by someone familiar with the vertical.

Client facing tools: Researched and selected tools to manage support entitlement, customer suggestions, public roadmap, product documentation, and support knowledge base. Cost, administrative complexity, and scalability determined short list. User experience made final decision.

Product operations: identified number of clients, size, which would required require infrastructure and support to scale in order to maintain quality.

Outsourced development: Established framework for contracting out some development work. Defined complexity and type of work eligible to be outsourced, balancing timeline with risk. Implemented data collection and workflows in work tracking solution to surface complexity, risk, and eligibility. Created guardrails with draft Pull Requests, approvals, and branch permissions in dev tools to insulate code base from outsourced work.

MANAGER PRODUCTION CONTROL & RELEASE MGMT • ECMC • MINNEAPOLIS, MN • 2015 – 2024

Build Deploy Optimization: Steered effort to standardize and keep current build and deployment processes for 20+ custom solutions subject to FISMA, SOC. AWS and Atlassian tool adoption effort concurrent with largest application becoming multi-tenant SaaS offering. Implemented consistent tools, branching, rules across code bases. Designed, documented and demoed layers of configured rules supporting audit controls.

Application Upgrade Methodology: Introduced framework for upgrading ERP solutions, including ongoing evaluation of regression tests, test data, feature implementation, and rollout strategies. Upgrades became non-events for business due to transparency.

Release Planning and Communication: Established methodology for managing and communicating release contents. Provided analytics that improved stakeholder visibility into project timelines, fostering trust. 200% more releases in 2021 than 2019.

CVE: Evaluated CVEs for Atlassian products for relevance to our installation and created appropriately time-sensitive remediation. Coordinated with Op-Sec on implementation.

Azure SAAS: Moved Tier 1 system from on prem to vendor hosted Microsoft Azure instance. Managed through integration and data access issues, coordination between offshore cloud team and multiple internal teams as early adopter of vendor hosted solution.

AWS Implementation: Led the People and Skills work stream for AWS implementation in collaboration with the CIO. Created skills gap analysis and curated training programs for both technical and business teams.

Jira: Halved Atlassian costs. Promoted Jira to non-Scrum teams. Developed workflows for B2B training course creation with metrics. Created reporting for regulatory-driven changes in internal applications.

Data Lake Ingestion: Established notification for the data warehouse team to alert them of database changes in custom application releases, enabling proactive adjustments to data ingestion and preventing disruptions to reporting.

PROGRAM MANAGER, STUDENT INFORMATION SYSTEM • CAREER CHOICES • SANTA ANA, CA • 2013 – 15

Solution Transition Management: Led the transition of a Tier 1 solution from a third-party data center to on prem. Hired and trained a team to support a complex ecosystem, including an SQL-based student system, two integrated CRM systems, learning management system, and data warehouse.

Production Control & Management: Established formal Production Control. Designed robust non-production landscape for ERP system supporting release testing, custom development, and integrations. Established rigorous practices minimizing downtime and outages, while delivering critical features, SQL upgrades, and domain migrations. Created guides by ERP solution.

Service Now Change Management: In concert with ITLT, updated configuration of Change Management and CMDB modules to support new on prem Tier 1 ecosystem and formalized Production Control processes.

Service Now Operations: Formalized upgrade process. Created repeatable process in Confluence which allowed upgrades to be managed by any administrator rather than single individual. Established regression cases for each module, ensuring all workflow variations had coverage. To keep regression cases in sync with current configuration, implemented review of Service Now administration work tickets as feedback loop. Managed upgrades and related change control, and change management for UI or configuration changes tied to new version.

PROGRAM MANAGER ANALYST • CAREER CHOICES • SANTA ANA, CA • 2003 – 13

Internal Consultant: Expert on ERP tools, operations, and compliance post-acquisition. Key advisor for a multi-year project consolidating seven student systems into one, standardizing operations across 100+ campuses in the U.S. and Canada.

Upgrade Management: Led ERP upgrades, managing platform compatibilities, technical and business priorities, and regulatory requirements. Collaborated with senior management to analyze and implement new feature sets.

Process Optimization: Designed workflows, KPIs, and audit controls to enhance business development and operational visibility, resulting in minimized costs and maximized ROI on system investments. Delivered nimble solutions based on a comprehensive understanding of business and regulatory needs.

Vendor Escalation Management: Navigated complex, time-sensitive vendor escalations across multiple internal and vendor teams, continents, establishing trust in high-stakes discussions.

Thought Leadership: Frequently invited to speak at vendor conferences.

DIRECTOR REGULATORY & OPERATIONAL COMPLIANCE • ASHMEAD EDUCATION • SEATTLE, WA • 2001 – 03

Brand Expansion: Led brand expansion into Oregon, making application with state, federal, and accreditation agencies while navigating complex regulatory, licensing, and logistical challenges. Created and delivered hands-on, scenario-based training for staff.

KPI Design and Coaching: Developed KPIs, workflows to re-implement underutilized ERP, leading to significant growth in enrollment, completion, and placement rates. Promoted data-driven decision-making with shift from email status updates to system data.

Operational Integration: Managed the operational integration of four campuses acquired through merger, establishing internal audits and overhauling student systems to ensure compliance and efficiency.

EDUCATION

B.A. Literature • College of Creative Studies, UC Santa Barbara • Santa Barbara, CA

M.A. Theatre History • UC Santa Barbara • Santa Barbara, CA

COMMUNITY

Mentor • Best Prep • Minneapolis, MN

Board Member • Friends of Washington Music • Seattle, WA

SKILLS

Cloud Platforms: AWS, Azure

Data Management & Analytics: SQL, Power BI, Power Apps, JQL, Dashboards

Work Management Tools: Atlassian Suite, ServiceNow, GitLab, Dragonboat, Smartsheets, Salesforce

Product: Roadmap, Competitive Analysis, Gap Analysis, User Stories

Release Management: Controls, Tool Configuration, Agile, DevOps, Cross-Functional Teams, AI Assisted Code

Customer Engagement: Advocacy, Feedback Management, Business Case Creation, Data Driven Decisions, Communication

Process Improvement: Business Analysis, Workflow Design, KPI Development

Training & Development: Curriculum Design, Product Demonstrations, LMS

Testing & Automation: Selenium, Regression and Feature Test Development

Vendor Management: Negotiation, SLA

Compliance: SOC, SOX, FISMA, FERPA, SEVIS

UI/UX: User-center design, Progressive Disclosure, Figma

Industries: Education, Public Sector, Marketing