

# Doug Metcalf

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## Product Manager – Solving Problems

- Build compelling software that solves problems by matching business objectives to user needs.
  - Define and deliver on product vision and goals to improve user experience, increase usage and market share.
  - Product expert and a technical bridge between internal and external stakeholders to discover, interpret, and prioritize product specifications and requirements into an Agile backlog. Ensure user requirements and business objectives align to the vision and drive the software development roadmap.
  - Collaborate with development, UX/UI design and marketing teams to deliver products and material to exceed user's expectations.
  - Create, manage and communicate product roadmap throughout the software life cycle.
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## CORE COMPETENCIES

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Agile Product Development • Define Vision • User Empathy • Competitive & Market Analysis • Grooming User Stories • Acceptance Criteria • User Validation • Stakeholder Buy-In • Prioritize Backlog • Rapid Prototype • Customer Driven Design • Quality Assurance • Manage Product Launch • Marketing Collateral • Documentation • Integration APIs • Product Success Metrics • Roadmap Definition & Execution • Scrum • Kanban • Jira • Aha • Pendo • Google Analytics • Balsamiq • SaaS • Mobile • Cloud Services

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## PROFESSIONAL EXPERIENCE

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### Senior Product Manager Fidelity Investments

**April 2019 – September 2020**

- Product Manager responsible for capturing requirements, refining and scoping user stories for cloud-based application, prioritizing backlog to deliver value to users.
- Leverage AWS applications – Kinesis, Lambda, DynamoDB, API Gateway to build an event driven architecture for next generation business process platform
- Provide the voice of the customer for the development team when triaging and prioritizing product features and defects.
- Gathered data from multiple sources so that the team can make data-driven decisions.
- Defined product roadmap and prioritized the development backlog for 6 releases per year. Analyzed and prioritized roadmap based on business objectives, product goals and solving user problems.

### Sr. Product Manager PowerSchool

**August 2014 – January 2019**

- Product Manager and Product Owner for K-12 professional development web and mobile software platform; doubling annual recurring revenue to \$10M over four years.
- Defined the vision of the product and managed new features and enhancements through inception, development and launch. In 2018, product achieved 39% YoY growth rate in new bookings.
- Researched user needs and defined technical requirements for development and release of company's first native iOS & Android mobile app. Shepherded the app through user discovery, use case definition with acceptance criteria, development, go-to-market strategy, documentation, sales enablement and client success training.

- Research concepts, gather and translate requirements into user stories for UX design, development, and QA teams, ensuring the cross-functional team is set up for successful releases.
- Managing project to transition the platform from single-tenant Java architecture to a multi-tenant Angular microservice in the Azure cloud.
- Produced timely communication and documentation to stakeholders on new features, ensuring the what, why and how are clearly understood by client success, marketing, sales and support.
- Working with partner's engineering and product staff to define and build REST-based endpoint for API integrations. Doubling the number of content vendor partnerships in 2 years.
- Engage with users and stakeholders to validate business needs and participate into prototype User Acceptance Testing, allowing users to validate and provide input on expectations and experience. Providing the ability to validate assumptions early and pivot if necessary.

## **Senior Product Manager**

### **Seagate Technology**

**2012 – 2014**

- Create and manage the web and mobile application product roadmap for cloud backup service. Researched and prioritized product enhancements and new features.
- Developed transition plan for replacing a 6-year-old web interface with a higher performing, more intuitive interface based on recent web standards, while the customer accounts grew from 4000 to 15000 users.
- Built business case and gained approval to develop a native mobile app to interface to SaaS web service. Provides an environment of iterative design and improving customer experience with frequent functionality enhancements.

## **Senior Technical Product Manager**

### **BlackBerry**

**2005 –2012**

- Led team of technical product managers for the BlackBerry unified communication application and service. Releasing MVP and 3 additional versions.
- Engaged with enterprise customers within our Early Adopter Program to solicit and gather feedback on mockups, prototypes or beta versions, providing the research needed to define the feature priorities, interface design and user experience of the product.
- Gathered customer feedback and competitive analysis. An integral voice of the customer in developing the strategy and roadmap for the first introduction to the market of BlackBerry's enterprise voice over Wi-Fi unified communication product.

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## **PRIOR PROFESSIONAL EXPERIENCE**

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**Pre-Sales Engineer – iBAHN: 2004 – 2005**

**Owner – Time for a Break, LLC: 2003 - 2004**

**Sr. Sales Engineer – Lucent: 2000 - 2003**

**Data Services Planner – Qwest: 1997 - 2000**

**Network Engineer – US Air Force: 1992 - 1997**

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## **EDUCATION**

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**Masters of Business Administration  
Loyola Marymount University**

**B.S. Electrical Engineering  
Montana State University**