

Doug Metcalf

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Product Manager – Solving Problems

- Build compelling products that solve problems by matching business objectives to user needs.
 - Define and deliver on product 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 drive the product 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 enterprise product roadmap throughout the life cycle.
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CORE COMPETENCIES

Agile Product Development • Communicating Vision • User Empathy • Competitive & Market Analysis
Grooming User Stories • Acceptance Criteria • User Validation • Stakeholder Buy-In • Prioritize Backlog
Roadmap Execution • Rapid Prototype • User Experience • Quality Assurance • Manage Product Launch
Marketing Collateral • Documentation • Cross-Functional Collaboration • Product Success Metrics
SCRUM • Kanban • Jira • Aha • Pendo • Analytics • SaaS • Mobile • Cloud Services • Integration APIs

PROFESSIONAL EXPERIENCE

Product Manager PowerSchool

August 2014 – January 2019

- Manages the Product for K-12 professional development platform, doubled annual recurring revenue to \$10M over four years.
- Defined and managed new features and enhancements through development to 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 mobile application. Attained goal of 15% of user base installs within 8 months. Shepherded the app through user story definition, development, go-to-market strategy, documentation, sales enablement and client success training.
- Defined product roadmap and prioritized the development for 6 releases per year. Analyzed and prioritized roadmap based on business objectives, product goals and solving user problems. Research concepts, gather and translate requirements into user stories for UX design, development, and QA teams, setting up cross-functional team for successfully releasing as planned..
- Managing project to transition the platform from single-tenant Java architecture to a multi-tenant Angular micro service in the Azure cloud. MVP defined and planned for launch in Q2 2019. Expected implementation time & cost to be reduced by 20%.
- 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 technical and marketing 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 Technologies**

August 2012 – August 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**

September 2008 – April 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.
- Collaborating with the product marketing teams, analyzed the demand funnel and channel management efforts to ensure the delivered solution was exceeding the forecasted sales target. Authored the product brief and collaborated on the product marketing and commercialization programs.

**Technical Product Manager
BlackBerry**

November 2005 – September 2008

- Leveraging my technical wireless, telecommunications and data background, collaborated in creating a solution for customer’s fixed mobile business needs, solving fractured communication problems.
- 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.
- Provided a clear plan for engineering, test and marketing teams while providing customers an understanding of when and how their problems will be addressed.

PRIOR PROFESSIONAL EXPERIENCE

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

EDUCATION

**Masters of Business Administration
Loyola Marymount University**

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