

Creative, business-oriented, and technically sophisticated **Product Manager & Team Leader** with pioneering career leading to conversion rates of over 11 million registered members, 3.5 million simultaneous users, and revenues in excess of \$32 MM. Cross-functional leader of up to 18 team members positioned globally in England, Australia, Mexico, and the United States. Development and calibration of forward-facing, first-in-class solutions.

**Cross Platform Internet Solutions / Customer Experience Guidelines & Help Desk Solutions
Team Leadership & Project Management / Creative Copywriting / Contract Negotiations / Vendor Relations**

TECHNICAL PROFICIENCIES

Web / Internet Design Operations & High Availability Client Service Environments: Full complement of coding, design, integration, and IT planning experience. Able to quickly analyze and implement solutions and short term fixes while reinforcing long term initiatives, modernizing technical platforms, and promoting productivity.

- 24/7 Application Operations Support
- Project & Program Management
- User Experience Design / Support
- Legacy Systems Support
- HTML / CSS / JavaScript, PHP, ASP, SQL, JAVA, Crystal Reports
- Solution Requirements Development & Management
- Customer Relationship & Experience Management
- Agile / RUP Software Development Lifecycle Management

EXPERIENCE

MATCH.COM, Dallas, TX (Headquarters) | *Serving 20 million registered users with \$311 MM in 2007 revenues*

Product Manager (12/04-present) • Usability Engineer (4/03-12/04)

Hired to design and implement user experience solutions. Promoted to collaborate with peer divisions and lead employees and contractors in international development of business and functional requirements. Contribute to customer service processes and over 100 marketing campaigns annually. *Manage 2 direct reports and efforts of 20 team members. Report to CTO.*

Product Feature Development | *Competing in crowded social networking market, appealing to users 18-65*

- Released product enhancements that increased user base from 17.5 to 20 million plus in 12 months.
- Piloted company-wide integrated web redesign, formalizing design standards and information architecture.

User Interface, Experience Design & CRM | *Managing major market features and customer satisfaction*

- Increased weekly member signups from 15,000 to 19,000+ in three months.
- Led achievement of 96% first contact customer support resolution rate and average response time of under 21 minutes as daily support requests broke 3,500.
- Wireframed and produced standards-compliant product requirements documents for each of 120+ site pages, spanning over 12 functional areas.

Leadership & Process Development | *Innovative 12-month re-engineering of brittle and outdated codebase*

- Developed Change Control Board to promote interdepartmental transparency.
- Assigned task ownership to subject matter experts.
- Allocated resources between uninterrupted legacy product enhancements and new production baseline.

SMITH INTERACTIVE, Austin, TX | *The world's first technology-driven, interactive keychain*

Professional Services Engineer (3/99-12/02)

Project management support and technology implementation on behalf of Smith owners. Educated consumers; delivered job requirements and solutions; and integrated display of end-user reporting. Zero-hour backup reporting for system and user difficulties.

Envisioned technical workarounds to meet customer demands while using current technology stack; created first-generation solutions to increase revenues; introduced Crystal Reports and setup preliminary time-critical reports. Streamlined event setup and breakdown. Traveled 75% of time. *Managed temp staff remotely and in-house. Reported to Manager, Professional Services.*

- Improved core product reporting turnaround time by 10%.
- Increased Professional Services satisfaction scores by 40%.
- Improved Field Engineer customization time by 25%.
- Developed one-of-a-kind solutions to problems previously considered unsolvable.

TUTORSTEACH.COM, College Station, TX | *Tutoring, supplemental instruction, and group study*

Project Manager (8/97-3/99)

Consulting developer, managing hardware and software integration of startup technology stack. Launched first-in-class website, data management system, and scalable backend management architecture to integrate online bookings, appointments, and productivity reporting. *Reported to Director.*

- Radically improved data transfer for 100+ employees and 15,000-member student body.
- Reinforced legacy system, concurrently developing improvements and reducing support costs.

CREATIVE TECHNOLOGY SOLUTIONS, College Station, TX | *Technology consulting services*

Consultant Lead Developer / Contractor (4/96-8/97)

Recruited as lead developer to build Agency Management System for lead client, launching intuitive website serving 100 users and accommodating 250,000+ billing entries for 18,000+ client cases. Designed over 100 user reports; recruited and managed six vendors and two subcontractors; and increased user productivity by 150%+. *Reported to Project Sponsor.*

PROFILE

Texas A&M University
College Station, TX
B.A., Computer Science, 1997
Minor in Communications

Project Management Institute
- **Project Management Professional (PMP)**, 2004