

Glen Ford

SEASONED PRODUCT MANAGER—AUSTIN, TX.



CONTACT

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BACKGROUND

More than 20 years
building web applications
from full-stack
engineering to
professional services to
product management

15 years in B2B working
directly with massive
brands, including 20
Fortune 500 and several
IR-500 clients

Over 8 years in product
management

5 years in music ed

CERTS ETC.

2015: PMC-3

Pragmatic Marketing
Certification

2015: GUEST LECTURER

Kellogg School of
Business

PROFESSIONAL PROFILE

SaaS/PaaS product leader with deep experience in outbound and inbound product management, team growth, and startup strategy.

Objective: contribute, grow, and do so with great people around me.

EXPERIENCE

ALEGION

Director of Product Management | Jan 2019 – present

Product Manager | May 2017 – Dec 2018

Alegion is a data preparation platform enabling enterprise data science teams to unblock and supercharge AI and ML projects, and a two-sided marketplace bringing dignified work to people in the gig economy. Hired as the second product manager, I've helped the company grow from <10 FTEs to 55, while punching well above our weight class during a market and product pivot. I own outbound product discovery and company-wide alignment around business priorities, and lead a team of product owners. I am also our trick play specialist.

- ◆ Developed an ecosystem strategy, bringing in the #1 real estate franchise via partnership
- ◆ Established monthly cadence of all-hands product presentations
- ◆ Pioneered an approach to transformative MVPs that allowed us to expand to the computer vision market while defending the established roadmap
- ◆ Authored product sagas and managed roadmaps for multiple dev teams
- ◆ Created "Giveback Team"; hosted field day for Akins HS tech students

HUMANIFY

Director of Product Management | May 2016 – Jan 2017

I revamped the product management function and team in a rebooting startup.

- ◆ Built 2017 viability plan, with true SMART goals for three new apps
- ◆ Released "Clarity" mobile app for reference implementations
- ◆ Developed pricing and messaging for "Digital Connect" package

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STRENGTHS

Intentional empathy

Pragmatic
meticulousness

Market fit discovery and
validation

Writing & presenting

Narrative specifications

Team leadership/
mentoring

Productively questioning
assumptions

Scripting and SQL

Mixed metaphors

COLLEGE

BACHELOR OF SCIENCE

— MUSIC

Texas A&M Commerce

Graduated 1994

ON THE WEB

CV 

austinproduct.pro

Blog 

agileproduct.science

EXPERIENCE (CONTINUED)

WP ENGINE

Sr. Product Manager | May 2015 – Apr 2016

I led greenfield development for value-added innovations.

- ◆ Created three new analytics products from inception; performed snout-to-tail go to market for the first release
- ◆ Worked with marketing to build their top-performing lead-gen component
- ◆ Pioneered customer interview process for feature development using AHP

AUSTINPRODUCT.PRO (SELF)

Product Management Consultant | July 2014 – Nov 2016

Clients: Spiceworks (IT community), Sproutbeat (music education iOS app)

DEMAND MEDIA/PLUCK

Director of Product | Apr 2012 – Jul 2014

Sr. Technical Product Manager | Jan 2011 – Apr 2012

Sr. Solutions Engineer | Aug 2007 – Jan 2011

Started in customer-facing professional services and moved to product management. Quickly advanced to director.

- ◆ Built and led a team of 11 product managers, tech writers, and QA/QE
- ◆ Instrumental in growing retail and brand revenue from \$0 to \$16+ million
- ◆ Ran go-to-market for capital features (APIs, SDKs, UX revamp, analytics tools, integrations, email notifications, and many more)
- ◆ Authored hundreds of user stories
- ◆ Led the successful product side of our Forrester Wave participation
- ◆ Facilitated customer councils and delivered 2 webinars
- ◆ Trusted to lead the engineering dept. and prof. services during transitions
- ◆ Worked closely with 37 major brands and 4 systems integrators including Target, Southwest Airlines, Black & Decker, Walgreens, Thoughtworks
- ◆ House expert in gamification

PREVIOUSLY: 12 years of full-stack web engineering (Austin & Houston)