

Glen Ford

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This is me

A product management team leader and mentor with genuine empathy, committed to DEI when I hire and in how I lead

A former programmer with 25 years in tech and 16 using agile and scrum

A coach/player deeply experienced as an individual contributor too

A builder of machine learning-enabled products since 2016

A creative thinker who is unafraid of the left-field idea

An expert at building relationships with key customers, from huge brands to SMBs

This is what
I can do for you

Drive outcomes-over-output product management using data, logic, and passion

Establish and maintain healthy, service-oriented relationships with other departments

Hire and grow superb product managers who also practice service, data, logic, and passion

Support your sales and customer success teams, and influence key deals

Understand and manage the most complex products in difficult domains, including AI/ML

Develop and support strategies that excite and retain customers

Bring expertise and a modern “PdM stack”: OKRs, Jira, Figma, Appcues, Aha!, Periscope, etc.

Alegion (May 2017 – June 2021)

Director of Product Management (promoted Jan. 2018)

Built and led a team in Austin and Kuala Lumpur that grew this ML startup’s video annotation product from nil to over \$2M ARR, using a true Lean Startup/MVP approach, landing customers like Walmart, Airbnb, and Raytheon. Then led the creation of a self-service version, coordinating the largest launch in company history. Set new standards of user experience and quality by making lovability a metric and working it into OKRs. Helped renew Walmart using a “trick play”.

This is where
I learned how

Principal Product Manager

Defined a new platform for Alegion’s computer vision and NLP tools. Wrote dozens of user stories, wrote or led many specifications, performed user acceptance tests, established agile practices in a brand new team of engineers, and helped grow the company from 8 employees to 80 in about 18 months. Crafted an ecosystem strategy that landed Keller-Williams. Started and led 17 all-hands.

Humanify (May 2016 – January 2017)

Director of Product Management

Rebooted product management in a difficult environment through process improvements and hiring. Completed implementation of a Pentaho-powered BI platform instrumental in renewing

WeightWatchers at 6 figures. Developed pricing & packaging for new sales packages. Delivered Clarity, a mobile app/reference implementation. Crafted a detailed vision for market expansion.

WP Engine (May 2015 – April 2016)

Senior Product Manager

Created three new analytics products from the ground up and performed end-to-end GTM for the first. With the marketing team, built their top-performing lead-gen component. Pioneered formal customer research process for pricing/packaging. Handled product partnership with NewRelic.

Self (June 2014 – November 2016)

Product Management Consultant

Performed go-to-market consulting for hyper-growth Spiceworks, notably plugging an 8.3% MRR gap in the social business; and mobile edtech app Sproutbeat, coordinating a revamp.

Demand Media/Pluck (August 2007 – June 2014)

Director of Product (promoted April 2012)

Senior Technical Product Manager (started January 2011)

Senior Solutions Engineer

Started in 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, and much more). Championed integrations with partner platforms. Led the successful product side of our Forrester Wave debut. Facilitated customer councils and delivered 2 webinars. Led the engineering dept. and professional services during executive transitions. Worked closely with 37 major brands and 4 big systems integrators including Target, Southwest Airlines, Black & Decker, Walgreens, Kraft, Shop Direct, Thoughtworks.

Previously: 12 years of full-stack web app development

Education: BS/Music — Texas A&M Commerce

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