JERROD DOBBS

Austin, TX ▪ 832-466-2390 ▪ jerrod.d.dobbs@me.com ▪ LinkedIn.com/in/jerroddobbs

Fueling User Delight Through Impactful Product Innovations

SENIOR PRODUCT MANAGER

Distinguished Product Manager with 7 years of comprehensive experience in product development, strategy, and management. Known for driving a staggering 660% increase in velocity in just 9 months through cross-functional leadership and agile methodologies. Expertise in user-centered design and development has led to the launch of enterprise platforms, emphasizing revenue-generating solutions with UX/UI optimization. An innovator in understanding market needs with a strong record of team collaboration, excelling in aligning business objectives with technology to create customer-centric experiences. A valuable asset to forward-thinking organizations, consistently translating dedication to user-friendly design and strategic alignment into tangible results.

AREAS OF IMPACT:

Product Strategy & Vision ▪ Cloud-Based Solutions ▪ Product Development Lifecycle ▪ Project Management

Cross-Functional Team Leadership ▪ Software Development Lifecycle ▪ Agile Methodologies

Release Planning ▪ Design Thinking ▪ UX/UI ▪ Market Research ▪ OKRs & KPIs ▪ Stakeholder Communication

PROFESSIONAL EXPERIENCE

EXTEND, INC. | Austin, TX

SENIOR PRODUCT MANAGER (MAY 2022 - JULY 2023)

Guided the product vision, strategy, roadmap, and Agile ceremonies for the enterprise platform and a customer-facing portal, owning all phases of the software development lifecycle. Leveraged market research, VOC, and insights to design revenue-generating solutions, managing development and release cycles.

- **Cross-Functional Leadership.** Led 10 domain-owning teams, executing innovative strategies for platform expansion to accommodate enterprise companies and promote up-market growth.
- **Product Management.** Owned full product life cycle defining strategy, vision, roadmaps, and execution for enterprise platform expansion, aligning with business objectives and goals.
- **UX/UI.** Optimized UX/UI, partnering with Product Designers to integrate user-friendly design for identity access management, user management, roles and permissions, multi-tenancy, and API credential frameworks.
- **Project Management.** Directed the implementation and launch of an Identity & Access Management service (Okta), driving 90% internal adoption and 60% customer adoption in less than 1 month.
- **Performance Improvement.** Closed 550+ stories and 1.5K+ points, achieving a 660% velocity increase in 9 months.

ORACLE NETSUITE | Austin, TX

PRODUCT MANAGER (JUNE 2020 - MAY 2022)

Played a key role as one of six Product Manager leads on a groundbreaking and highly confidential transformation project, orchestrating the shift to a cutting-edge single-page application. Leveraged data-driven insights to align cross-functional teams, transform stakeholder feedback into actionable strategies, and drive alignment with core business objectives, exemplifying a user-centric approach.

- **Product Management.** Managed the product vision, roadmap, and launch for a portfolio of products, including New User Onboarding, Data Migration tools, and a Settings and Preferences Framework.
- **Product Leadership.** Directed cross-functional team to define requirements and deliver on key performance metrics utilizing usability studies and competitive market analysis.
- **Product Design & Development.** Owned full product lifecycle, leading user-centered design workshops to integrate stakeholder and customer feedback into product requirements, driving prioritization and pre-launch execution.

SENIOR PRODUCT MANAGER

SOLUTIONS MANAGER, NORTH AMERICA (MAY 2017 - JUNE 2020)

Drove strategic initiatives to advance product development and delivery, working with cross-functional teams to comprehend business needs and create industry-specific solutions. Performed user requirements analysis, released products and features, tested performance, and encouraged iterations. Collaborated with the executive team, offering expertise on prioritization, integration, and resource optimization.

- **Product Development.** Guided the product vision and roadmap, developing, maintaining, and enhancing 50+ pre-configured solutions resulting in faster time to money by reducing implementation time by 75%.
- **Product Launch.** Managed a cross-functional team of Solution Specialists and Technical Solution Specialists, planning, prioritizing, and delivering the product backlog and release plan to push forward timely product launches.
- **Agile Development.** Achieved an 80% reduction in development time, while establishing operating process improvements and documentation standards, thus decreasing time to money.

SENIOR PRINCIPLE CONSULTANT (JAN 2015 - MAY 2017)

Acted as a lead consultant, planning and executing implementation projects for both new and existing customers. Offered technical support, training, and guidance to customers in the use of the software. Built and maintained customer relationships, ensuring customer satisfaction and loyalty. Contributed to the development of new product features and services to meet customer requirements.

- **Team Leadership.** Utilized communication skills to plan and execute implementation projects for 100+ NetSuite customers over 2 years, including custom code development and testing.
- **Customer Success & Efficiency.** Achieved repeat service requests and recognition as one of the highest utilization consultants, reflecting strong relationships and expertise.

THE NEW OFFICE | Austin, TX

BUSINESS ANALYST | PROJECT LEAD (MAY 2014 - JAN 2015)

Developed customizations, integrations, and reports using SuiteScript, SuiteFlow, and SuiteTalk. Collaborated with stakeholders to ensure the successful implementation of projects. Managed diverse projects, handling business requirements gathering, implementation, internal support, and maintenance to drive increased value for NetSuite solutions. Prepared test cases and executed User Acceptance Testing (UAT).

- **Project Management.** Oversaw the implementation of the State of Texas Comptroller's eProcurement site, handling business requirement gathering and User Acceptance Testing.
- **Product Launch.** Boosted product launch efficiency, uniting cross-functional teams, including functional, back-end, and front-end web development.

EDUCATION

Bachelor of Business Administration, Management Information Systems | LAMAR UNIVERSITY

Product Management | UNIVERSITY OF TEXAS McCOMBS SCHOOL OF BUSINESS

CREDENTIALS

Digital Product Management | 280Group

Great Leaders, Great Teams, and Great Results | FRANKLINCOVEY®

MEMBERSHIPS & AFFILIATIONS

Product-Led Alliance | Member since May 2023

Association of International Product Marketing & Management | Member since October 2021

Technology & Skills:

**Jira Software Development | Jira Work Management | Trello | Confluence | Pendo
Miro | Figma | InVision | LucidSuite | Github | Snowflake | Tableau**