

INDY NELSON, CPM, CSP-PO, PMI-ACP, PMP

Product Manager

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Certified Product Manager with 6+ years of product management experience covering product strategy, product development, product roadmap, go-to-market, and software development. Expert at cross-functional team leadership with background in analytics, B2B networks, cloud computing, e-commerce, and enterprise software architecture.

CERTIFICATIONS

Certified Scrum Professional-Product Owner (CSP-PO), Scrum Alliance	04/2021
PMI Agile Certified Practitioner (PMI-ACP), Project Management Institute	01/2021
Certified Product Manager (CPM), Association of International Product Marketing and Management	09/2020
Project Management Professional (PMP), Project Management Institute	03/2020

PROFESSIONAL EXPERIENCE

Product Manager, Adobe - San Jose, CA 04/2021 - Present

- Partnered with Business to understand current and future needs to deliver technical solutions for day-to-day productivity.
- Communicated with internal customers and IT on plans and led planning and delivery of large technology initiatives.

Product Management Consultant, A&B Success - Norwalk, CA 10/2018 - 03/2020

- Identified process improvement, recognized user pain points, detected workflow triggers, assessed 350+ SaaS apps, authored business case for Integration Platform as a Service (iPaaS), and finalized product requirements document.
- Engineered system architecture diagram for iPaaS to run SaaS data flows within integrated cloud-hosted solution.
- Mediated customer support issues for Northern California and resolved escalated disputes from 46-person sales team.
- Devised inventory control system to reduce product theft by 20% and overhauled RMA system to increase gross margin by 9%.
- Conducted product strategy, performed market research, evaluated competitive analysis, and established value propositions to increase customer wins, resulting in yearly revenue lift of \$1.3M and growing market share to 7.3% in Q1 2020.

Product Manager, Odyssey 196 - Berkeley, CA 03/2016 - 09/2018

- Managed product life cycle, owned product development for two world records, and used web technologies to form website.
- Prearranged 442 nights of accommodations in 225 locations, booked 302 flights on 126 airlines, and self-funded \$106K trip.
- Researched entry requirements, gathered visa documents, submitted paperwork, and received 85 disparate visas.
- Traveled to 196 countries to break the youngest and fastest world records, validated through 9.4K pages of documentation.

Technical Product Manager, Leverage - Berkeley, CA 01/2015 - 09/2015

- Functioned as product architect to conduct user research, translate feedback into features using voice of the customer method, formulated preliminary algorithms, and designed architectural requirements for Machine Learning system.
- Formed Agile team of eight, facilitated product ideation, managed product backlog, and established product roadmap.
- Pitched SaaS lighting retrofit application individually to 404 manufactures during trade show, influencing 359 to commit.

Software Product Manager, Ledxchange - Boca Raton, FL 09/2014 - 08/2015

- Headed UX/UI design phase to sketch wireframes, create mockups, and develop product marketing for e-commerce website.
- Documented user stories, specifications, and product features into well-prioritized product backlog with continual refinement.
- Mapped user journey, drove product design, led prototype development, built strategic product roadmap, and inspired team to develop internet products and technologies for e-commerce website with B2B and B2C product offerings.
- Led Agile development team of five to build lamp finder web app using AngularJS and Ruby on Rails, created structured tables in relational database using PostgreSQL, populated database with 100K SKUs, and received provisional patent.

Founder and CEO, LED Alternative Energy - Berkeley, CA 08/2013 - 09/2014

- Built financial model to assess payback period of retrofit projects with 27% greater accuracy than industry standard models.
- Guided software development team of nine, implemented Scrum methodology, and negotiated timelines with Lead Engineer.
- Reached strategic partnership with manufacturer Luxul Technology, reducing COGS by 31%, and formalized MoU with lighting distributor Omega Pacific, securing \$500K inventory for e-commerce website, and bypassing two layers of distribution channel.
- Raised \$32K angel-seed investment, joined incubator, and built proprietary software that led to acquisition by Ledxchange.

EDUCATION

University of California, Berkeley - Haas School of Business 08/2013 - 08/2016

Bachelor of Science, Business Administration

SKILLS & AWARDS

- **Frameworks & Methodologies:** Agile, Kanban, Lean, Scrum, SDLC, XP, Waterfall
- **Leadership:** Eagle Scout and 189th Scout since 1914 to earn every Merit Badge
- **Technical:** Advanced Excel, Google Analytics, Jira, Salesforce, Slack, SQL, Trello, WordPress