GLEN FORD

Product Manager/Marketer   Austin, TX   512-202-7143   glen@austinproduct.pro

SUMMARY

SaaS/PaaS product leader with deep experience in product marketing functions, outbound product management, and tactical execution embedded with dev teams. I've built web applications full time for 19 years, and have a proven track record in enterprise B2B for big brands, including 16 Fortune 500 and several IR-500 companies. **Objective:** I'm at a mature career stage—I know what motivates me, and the challenge of making excellent software is my driver. I want to **contribute**, to **grow**, and to **do so with great people** who I enjoy working with. Equally open to IC and team leadership positions.

in linkedin.com/in/glenford/

e http://austinproduct.pro

My values

- **I practice empathy as a core value**
- Pragmatic about best practices
- Market-driven and committed to field validation
- Meticulous (but not to the point of wastefulness)
- Genuinely collaborative
- Data-driven without being "data-enslaved"
- A builder of people

My strengths

- Product strategy
- Roadmaps
- Detailed feature specs
- Superb writing and visual communications
- Marketing collateral

WORK EXPERIENCE

Director, Product Management
Humanify   May 2016– Jan 2017

Some founders pull the plug. Ours did. This job ended with near-total layoffs.

WINS
- **Fixed the product management function** with trustworthiness, *kaizen*, real OKRs, and a smart hire
- **Released Clarity**, our first end-to-end reference implementation that let us "drink our own champagne"
- Did **packaging & pricing** for Digital Connect offering
- **Built detailed 2017 business plan**—the first truly realistic Humanify strategy
- **Designed new products** for sales acceleration, including Humanify's **first modern SDK** & **first Personas**
- Kicked off **NLP system productization**
- **Rescued a reporting project** for our #2 customer

WORK
- Product strategy and roadmaps
- Competition/partner landscape analysis
- Agile sprint execution; multiple point releases
- Company-wide mission setting and cheerleading
- Proactive field work (outbound PdM)

Senior Product Manager
WP Engine   Mar 2015– Apr 2016

WINS
- Created **three new analytics products** from scratch

Strengths cont'd

- Agile and Lean practices
- Formal product discovery and pricing methodologies
- "Player/Coach" leadership
- Mentoring (currently coaching ~6 product people)
- Building/integrating APIs
- Positioning and messaging
- Pricing and packaging, including empirical methods
- Optimizing key SaaS metrics like retention, ARPU, NPS, etc.
- UI design and validation
- Solid programming skills, both browser-side and back-end
- Modern tools like Jira, InVision, Mixpanel, Craft.io, etc.

Consulting

Directly after the Pluck layoffs, I took on the following contract work:

Spiceworks
Full time, Sep–Nov 2014

Ten-week contract:
- Recaptured lost revenue with contract modifications
- Market and feature validation for key new module
- Advised on int'l expansion

Sproutbeat
Occasional/part time, '14–'16

Product and marketing help with a dramatic revamp of their spunky music theory app

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WINS CONT'D
- Performed **"snout-to-tail" go to market** for one of them
- Established WP Engine's first program for **formal market validation and pricing research**
- **Built a new lead-gen tool** for our market development

WORK
- Conducted customer interviews to validate features, prioritization, and UX details
- Ran, encouraged, and nurtured a green dev team
- Maintained developer focus by protecting the roadmap and team from unhelpful distractions
- Worked with the C Suite to help set strategy

Director of Product
Demand Media/Pluck
Apr 2012– July 2014

Pluck is the broadest omnichannel social marketing platform. Unfortunately, my great run at Pluck ended with wide layoffs. (Eventually, Sprinklr acquired it.)

WINS
- **Built and led a high-functioning product team** including tech writers and QA/QE
- **Specified major new modules**
- Led the product side of our participation in the **Forrester Wave**, among other analyst relations
- Advanced our **thought leadership** in diverse areas (e.g. gamification and customer intelligence)
- **Delivered many releases** (minor revisions weekly; major revisions quarterly) **incl. v5 & v6 milestones**
- Led an **end-to-end revamp of our documentation**
- **Managed professional services** during a transitional period (following a departure)

WORK
- Department leadership
- Product discovery, strategy, and roadmaps
- Constant collaboration with marketing, sales, & services
- Highly transparent and proactive internal comms
- Technical documentation, including sample code
- Close contact with customers with a partnership spirit
- Traveling with sales to close deals (e.g. B&H Photo)
- Building integrations and managing partners

Senior Technical Product Manager — **Demand Media/Pluck**	Jan 2011– Apr 2012

WINS
- **Initiated a transition to continuous delivery practices**, including automated testing
- Worked with leadership on **roadmaps and tactics**
- **Delivered more than 20 major and minor releases**
- **Managed the entire dev and QA teams** during a transition after a departure

WORK
- Detailed API and UI/UX specification
- Bug triage and feature prioritization
- Interfacing directly with customers
- Agile leadership of the SDLC
- API documentation and sample code
- Competitive intelligence

Senior Solutions Engineer — **Demand Media/Pluck**	Aug 2007– Jan 2011

WINS
- **Built innovative quick-start components** with superb names like Ginsu and DiscoFerret
- **Trained and launched** many critical customers including Target, Kraft, Mattel, AARP, et al
- Became the **house expert on gamification**; presented a public webinar on it

WORK
- Devoted care and feeding of my clients
- Custom coding in 6 languages
- Close collaboration with product management
- Creation of innovative curricular material

Full-stack web programmer — various employers in Houston & Austin	Jan 1995– May 2007

I intentionally compress this period, but I did, learned, and grew quite a lot. Details available upon request.

JOBS, SKILLS, & ACTIVITIES
- **Austin '04–'07** (full time): **Sr. Web Programmer, InCircuit Development Corp.**
- **Houston '95–'04** (contract): mostly custom intranet apps for clients like Dow, Boeing, Schlumberger, and Time Warner
  For most projects, I was a soloist or in a small ensemble, and **owned the full development cycle** from business analysis to 3-tier programming, data modeling, documentation, and user training.

EDUCATION, LECTURES, & PUBLICATIONS

2017	Authored "Christmas Sweater Presentations" (a how-to about awful slide decks)
2016	Training: Leadfully Advising "Humanity" curriculum
2015, 2016	Speaker at ProductCamp Austin
2015	Training: Arbinger Institute "Outward Mindset" training
2015	Certification: Pragmatic Marketing (PMC-3)
2015	Guest lecturer at Kellogg School of Business, Chicago
2013	T.E.A.M. Management Training (Demand Media)
1998–2003	Training: several technical courses, e.g. Cooper personas, UX design, databases, XSLT
DEC. 1994	Bachelor of Science in Music, Texas A&M–Commerce