Mace Johnson

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SKILLS

- *10 years SaaS/PaaS Product Management experience; 14 years business, strategy, and user-facing experience*
- *Product Leadership – culture, vision, strategy, execution, and coaching*
- *Product Discovery – UX strategy, user journeys and personas*
- *Product Design – User research, content strategy, information architecture, interaction design, prototyping*

PROFESSIONAL EXPERIENCE

DevonWay
PaaS, SaaS

Sr. Platform Product Manager (prior: Prod. Mgr., Application Engr.) — 2014-Present

Increased sales by 37% over 2 years. Managed the full platform stack from back to front and all intersections with other owners and teams. Cultivated customer alliances to facilitate product development. Envisioned and created new tools and features for improving user success and awareness, including a native reporting tool library for creating customizable dashboards and visualizations. Spearheaded strategic company efforts to obtain ISO and FedRAMP security certifications, re-architect and migrate our search index (SOLR to ElasticSearch), and to build multiple APIs (and more). Implemented new analytics and visualization initiatives to improve understanding of user actions, flows, and points of failure to inform decisions. Responsible for products across platform, mobile, and desktop. Implemented roadmaps and backlogs covering the entire stack with processes for sprint planning across dev teams to allow focused, iterative development with reliable timelines and output projections. Led culture change to product-centric development.

SAS
SaaS, AI & Analytics Software

Product Management Consultant (contract) — 2021

Designed a ride-hailing mobile app for the blind that used AI technology developed by SAS and Microsoft. Used my product vision to conceive and plan AI integrations and product features. The client licensed some safety and location features as intellectual property. Identified rider safety, not just for the visually impaired, as a major failure in existing ride-hailing apps Uber and Lyft.

Unearth Technologies
SaaS

Sr. Platform Product Manager (contract) — 2020

Researched market to find new vertical solutions for the platform spanning industries, including a Fiber Optic repair solution for the Telecom industry. This was low effort and medium risk, allowing market entry with only minor modifications to the existing platform. Tests allowed us to understand the market, inform future product dev, increase monetization, and prove out a method for entering new markets quickly and easily. Defined product goals, user personas, key scenarios, and long-term product vision. With dev and design, created wireframes and PRDs to fit the existing UX. Examined risks and defined success metrics. Built preliminary GTM strategy with marketing.

BooktUp
SaaS

Software Product Manager (prior: QA, Marketing) — 2011-2014

Increased subscriptions by 6X in 1 year. Owned the product from conception to implementation. Developed site-wide user feedback collection program. Completed 6 "epics" and numerous other data-driven improvements in one year. Defined strategies using expert knowledge of product, market, and competitive context. Built and drove strategic roadmap for software product related to core revenue and planning. Innovate new software features to elevate user satisfaction. Collaborate with clients and other teams to identify and address complex problems to deliver robust products.

EDUCATION & QUALS

– BS Business Economics with experience and secondary education equivalent to an MBA
– Certified ScrumMaster (CSM), Scrum Alliance
– Languages: Mandarin Chinese
– U.S. Department of Energy Lead Assessor Trainer and Auditor Qualifications