

BRYCE LEONARD

303-589-2070 | Bryce.a.leonard@gmail.com | [Portfolio](#)

DIRECTOR, PRODUCT MANAGEMENT

2021 to 2024

Key Data Dashboard | Remote

Hired to define and convey product vision/strategy to stakeholders, ensuring alignment and buy-in. Developed and managed product roadmap; prioritized features and functionality based on market demand, customer feedback, and business impact. Steered end-to-end product development process.

- Spearheaded the design and implementation of two new product offerings, contributing to 40% of the company's monthly recurring revenue within 1.5 years. Led the transition to new platforms, resulting in a 80% increase in site performance, a 65% improvement in user engagement, and enhancements in data accessibility and actionable insights.
- Defined a new approach to user interaction and data analysis, developed UX document and technical requirements, led testing to gain user/team buy-in, wrote user stories for front- and back-end engineers, and rolled out responsive, high-resolution design systems. Partnered with marketing to generate collateral and led beta testing programs, incorporating 34 customer ideas into the product prior to launch.
- Fueled additional revenue by designing and implementing a new self-service marketplace within the product, enabling clients to add features and data autonomously.
- Earned Best in Show Award (out of 13 total technical vendors) from Vacation Rental Management Association International during the industry's annual conference.
- Expedited time to value by 67% and reduced customer churn by 28% by creating new methods for clients to download and share prebuilt dashboard templates, enhancing user efficiency and satisfaction.
- Played a key role in strengthening junior associates' performance, resulting in an improvement in team productivity, 20% faster project delivery, and the promotion of 100% of junior team members within the year.
- Key Data increased its valuation 10x under my product direction, resulting in a \$100M acquisition earlier this year.

FULL-STACK DEVELOPER & DATA ANALYST

2018 to 2021

The Colorado Rockies | Denver, Colorado

Brought on board to build all-in-one platform that provided value across all departments while eliminating need for third-party software vendors. Worked within front-office research & development to build proprietary analytics applications to create competitive strategies.

- Saved organization \$100K+ in third-party software subscriptions after building and maintaining internal web application's as sole Full-Stack Developer.
- Enabled successful remote draft for The Colorado Rockies amid 2020 pandemic regulations through transforming in-person process into digital experience, allowing 30+ scouts to communicate with leadership before and during draft, by creating a new collaborative draft tool within 6-week period. Ultimately streamlined draft rooms and optimized experience; this tool is still used by The Rockies for draft preparation.
- Optimized development function, increased efficiencies, and strengthened decision making by introducing Agile methodology and SCRUM workflows across organization, serving as SCRUM Master.
- Developed a comprehensive all-in-one platform that streamlined operations across all departments, reducing reliance on third-party software vendors and cutting associated costs by 25%.
- Built proprietary analytics applications within front-office R&D, contributing to a 30% improvement in strategy effectiveness and enabling data-driven decision-making that enhanced both on-field and off-field performance..
- Oversaw the creation of advanced tools and performance metrics that enhanced strategic planning

FULL-STACK DEVELOPER

2016 to 2018

Hoorooh Digital | Denver, Colorado

Hired to create responsive user interfaces; later appointed to full-stack role to serve largest client, Powdr Developed UIs and created data structures/services in Drupal environment. Partnered with clients to design wireframes and prototypes to enable new user experiences.

- Played instrumental role in consolidating Powdr's 10 resorts into single controllable codebase (Headless Drupal) and content management system, transforming company performance and revolutionizing content creation. This platform is still used by Powdr today.
- Ensured security, scalability, and maintainability of applications via appropriate development practices and tools.

PRODUCT MANAGER

2015 - 2015

Glad to Have You | Acquired by Home Away | Denver, Colorado

- Created initial product design and roadmap used to raise \$1M in Series A funding. Played role in positioning company for acquisition by Home Away/Expedia Group (for \$17M) after 2 years in operation.
- Increased frequency of product updates and bug fixes via transitioning team from Waterfall to Agile workflow.

EDUCATION, QUALIFICATIONS, & TECHNICAL PROFICIENCIES

Bachelor of Business Administration: Belmont University 2008 | Full-Stack Immersive Certification: Galvanize - 2016

SCRUM Master Certification: SCRUM Alliance - 2019

Figma, Google Data Studio, ClickUp, Azure DevOps, React.js, Chart.js, D3.js, Hapi.js, EpicMVC, MySQL, AWS, Sketch, Angular, Node.js, Photoshop, Drupal, HTML, SASS, Jira, Pivotal Tracker, Photoshop, Formstack, MongoDB