



EXECUTIVE SUMMARY

Transformative product executive who builds enduring organizations through human-centered leadership and technological innovation. Proven 20+-year track record of scaling high-retention teams, developing next-generation leaders, and driving digital transformation while maintaining a steadfast focus on both customer and employee experience. Known for creating inclusive, high-performance cultures that consistently deliver exceptional business results through empowered teams and user-centered innovation.

EXECUTIVE IMPACT SNAPSHOT

- **Revenue Leadership:** \$100M+ product portfolio management | 18% SaaS ARR growth | 7% EBITDA increase
- **Team Scale:** Led 200+ cross-functional teams across global operations
- **Innovation:** Launched 10+ market-validated 0-to-1 solutions generating average \$2M revenue each in first year
- **Digital Transformation:** Successfully led 3 enterprise-wide digital transformations
- **Market Expansion:** 2.5x TAM growth | 80% revenue growth in 2 years

CORE COMPETENCIES

- Strategic Product Vision & Innovation
- Digital Transformation Leadership
- Customer & User Experience
- P&L Management & Growth
- Innovation & New Product Introduction
- M&A Due Diligence & Integration
- Global Team Leadership
- Cross-functional Leadership
- Change Management
- Board Communication

LEADERSHIP EXPERIENCE

LOGILITY | Publicly traded provider of AI-powered supply chain planning and optimization solutions

Atlanta, GA

SVP of Portfolio and Product Management

2021 - Present

- Secured Gartner Magic Quadrant placement, elevating market credibility
- Led SaaS transformation driving 18% cloud growth and 7% EBITDA increase
- Established market leadership with industry-first AI-powered planning assistant (Logility Expert Advisor)
- Unified acquired solutions through enterprise-wide UX design system
- Established UX team and scaled to 6 in 3 months, with 100% retention after 1 year

DELUXE CORPORATION | Publicly traded \$2B fintech and payments company

Atlanta, GA

Global Product Management Practice Leader and Coach

2018 - 2021

Director of Agile Practice, Release Management, and User Experience

2015 - 2019

- Transformed product management across 4 business units
- Deployed OKRs for 200+ teams, reducing failures 46% and accelerating delivery 30%
- Optimized 189-product portfolio, increasing products per client 27%
- United 58 teams through Agile transformation for fintech pivot
- Established and scaled design team to 21, driving UX excellence on highest-revenue digital products



WILL SANSBURY

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DAXKO | PE-backed provider of SaaS software for member-based organizations

Birmingham, AL, and Alpharetta, GA

Director of Product Strategy and Design

2012 - 2015

- Grew revenue 80% in 2 years through 2.5x TAM expansion, 4 product launches, and strategic acquisitions
- Created innovation incubator delivering \$8M revenue from 3 new solutions in 1 year

OTHER EXPERIENCE

- **DAXKO** | Product Design Manager/Interim Product Manager Alpharetta, GA | 2010 - 2012
- **KODAK PRACTICEWORKS/CARESTREAM DENTAL** | Interaction Designer Atlanta, GA | 2010 - 2010
- **SILVERPOP** | Product Usability Specialist Atlanta, GA | 2009 - 2010
- **IPSWITCH** | Information Architect Alpharetta, GA | 2003 - 2009
- **POWERSERVE INTERNATIONAL** | Web Designer Augusta, GA | 2001 - 2003
- **MENTAL SOUP, LLC** | Design Co-founder Augusta, GA | 1999 - 2001
- **METROQUEST, INC.** | Web Design Manager Augusta, GA | 1997 - 1999
- **GLOBALNET INTERNATIONAL** | Web Production Artist Augusta, GA | 1996 - 1997

INDUSTRY LEADERSHIP & PUBLIC SPEAKING

- **Product Outsiders Podcast** | <https://www.willsansbury.com/product-outsiders/>
- **Past Organizer** | IxDA Atlanta, STC Atlanta Chapter, Content Strategy Atlanta Meetup
- **Past Editor** | Technical Communication: Journal of the STC; Johnny Holland Magazine
- **Atlanta Web Design Group** | Changing the World (Without Losing Your S***)
- **IA Summit** | More with Less: Make Better Products by Making Companies Better
- **Intersect** | We Do Not Think How We Think We Think
- **Intersect** | Inigo Montoya's Guide to User Experience
- **IxDA Atlanta** | Collaborative Design with the Design Studio Method
- **PMI Atlanta Chapter, Agile Interest Group** | UX in Agile: How One Team is Making It Work
- **ProductCamp Atlanta** | Skinning Your Users
- **Society for Technical Communication Summit** | User-centered Design: A Roadmap to Usability
- **UX Hustle Summit** | Bad Jobs, Burnout—and a Better Way

Learn more about my industry leadership and public speaking at <https://www.willsansbury.com/industry-leadership>.

EDUCATION & PROFESSIONAL DEVELOPMENT

- **Bachelor of Arts in English Literature/Communications** | Augusta State University
- **Business Strategy: Achieving Growth Through Innovation (Certificate)** | Columbia Business School
- **Effective Leadership: People, Teams, and Culture (Certificate)** | Columbia Business School

CERTIFICATIONS

- **Certified Scrum Product Owner** | Scrum Alliance
- **OKR & V2MOM Results Coach** | WorkBoard
- **Certified Scrum Master** | Scrum Alliance