

Peter Smith

Technical Product Owner

[LinkedIn](#) / psmithsf@gmail.com / 415-343-5870

Highlights

- Excellent communication, interpersonal, and leadership skills.
- Technical product owner capable of organizing large-scale products with sophisticated requirements and operational challenges.
- AWS Certified Solutions Architect - Associate (Jan 2020).
- Customer-centric Agile/Scrum product and project leader.
- Confident yet humble leader, capable of directing and learning.
- Deeply experienced in ETL, data pipelines, integration, and APIs.
- Able to work with cross-functional staff to prioritize/groom backlog.
- Support case deflection/prevention via Training and Documentation.

Experience

Feb 2017 - Nov 2021

Product Owner – [DesignLab, LLC.](#), Phoenix, AZ

- Led design and development of full stack “BIMFinder” web application.
- Defined and split user stories as required, including non-functional user stories. Led daily standup meetings with India-based dev team over Skype. Backlog grooming. Sprint planning. Prioritized features and bug fixes depending on changing requirements.
- Sprint Reviews / Retrospectives: Verify app functionality with demos for myself and company principles. Determine shortcomings of our process / communication, budget limitations, how to deal with various technical debt, etc. Kept dev team motivated and highly productive by not micromanaging, by clearing roadblocks quickly, and listening to and taking action on feedback provided by the team (e.g. allowing pair programming to onboard junior devs).

Jan 2015 - Jan 2017 (2 years)

Product Owner -- [Cart Logic](#), Portland, Oregon

- Responsible for a small outsourced dev team including two and a half developers -- one front end, one back end, one half-time devops. Sign-off on a \$40,000 monthly budget.
- Product Manager for major and minor features, for this boutique full stack e-commerce provider. Wireframes and mockups with Visio, Balsamiq, Sketch, Zeplin, and Greenshot. Most features and fixes developed in an Agile style with weekly and as-needed standup

meetings. Microsoft Visio used for process flow diagramming for returns and other more-rare but important processes, and optimization shopping cart checkout flows.

- Our software was e-commerce-first (as opposed to Wordpress/CMS-first), and included functionality to allow our B2B company to offer clients full service or a la carte: 3PL (third-party logistics) WMS (Warehouse Management System), Point-of-Sale (POS, for in-house/retail operation), integrated sales / marketing / discounting for SEM/Marketing.
- Worked with marketing team to add GTM (Google Tag Manager) functionality to the website, including training, to make the team more independent of the dev bottleneck. Troubleshoot GTM service deployments, and detailed GTM data layer deployment via PRD to facilitate e-commerce tracking (G4A). Exposure to other tag managers like Tealium.mail
- First level of support for broken website functionality, including new feature regressions, and Javascript-based conflicts related to newly-installed/configured Google Tag Manager.
- Created set of Use Case documents with Success, Fail, and Exception flows. Later converted to User Stories and Tasks when we converted to Scrum-based development.
- Tracked core e-commerce sales and marketing KPIs and made decisions based on this data: Customer Lifetime Value (CLV), Cost Per Acquisition (CPA), Return on Ad Spend (ROAS), Average Order Value (AOV), Conversion Rate, Customer Retention Rate, Email List Growth.
- Communicated a vision for the team looking out 3-12 months, and built a roadmap in Jira.
- Held weekly and quarterly reviews with customers and internal stakeholders.
- Prioritized features, bug fixes, architectural changes, and operations improvements with dev team using Scrum-style backlog grooming sessions.
- Worked in a small, autonomous, cross-functional team alongside design/UX, engineering, and Marketing to decide what we build next and execute on that decision.
- Filing detailed tickets, initially using Github Issues, tagging, comments, then transitioned to JIRA for dev team, and integrated with Trello for Design team.
- Requirements gathering and documentation in functional and use case documents; determined problems and identified business needs that would lead to cost savings or increased revenue; Recommended viable solutions; created consensus for all stakeholders.

Software Development & Support Career

Oct 2013 - Jan 2015 (1.5 years)	Support Engineer	- Topsy , San Francisco
Apr 2012 - Jun 2013 (1 years)	Support Engineer	- Socster , Palo Alto
Jul 2007 - Jun 2009 (2 years)	Support Engineer	- IntApp , Palo Alto
Apr 2005 - Jun 2006 (1 years)	Application Developer	- GlobalGiving , DC
Feb 1999 - May 2004 (5 years)	Application Developer	- Context Integr. , NY
Feb 1997 - Feb 1999 (2 years)	Application Developer	- Weather Channel , ATL

Education

[University of South Carolina](#) - BS, Computer Engineering, 1997