
EVERETT I. LEE

Austin, TX | Everett@EverettLee.com | www.linkedin.com/in/everettlee/

ACCOMPLISHED PRODUCT MANAGEMENT LEADER

- Proactive and experienced product management leader, with a proven history of success in defining and guiding the vision, strategy, roadmap, and execution of product discovery and delivery.
- 10 years in product management, 6 years of people management, 6 years in B2B SaaS, and years of other software development roles prior to product management.
- Characterized as a “dilemma flipping leader”, by Bob Johansen from the Institute for the Future. Recognized for creative problem solving, leveraging leading-edge techniques in product management, people management, and leading empowered teams.
- Coded a chat AI ([demo link + PM approach](#)) in Python over a couple weeks that responds with my personal product management knowledge and terminology, by feeding it dozens of pages of my raw notes into a Retrieval-Augmented Generation (RAG) system. The RAG process finds relevant information from my notes and uses a large language model (LLM) to process the notes into coherent responses, with everything running locally.
- Led development of a groundbreaking, B2B SaaS platform to revolutionize a 100-year old manufacturing company.
- Directed pricing, product catalog, and search teams for the point of sale application at Home Depot, which processed \$220M per day in sales across 3 million transactions.
- At Microsoft, served on a seven-person leadership team orchestrating a \$30M project with 200 team members. Served on a five-person leadership team at Sony overseeing 150 professionals on a \$50M project.
- Launched Nike Soccer simultaneously across 20 countries in 18 languages to coincide with the World Cup Finals.

AREAS OF EXPERTISE

- Business Growth Strategies
- Product Management Coaching and Evangelism
- Strategic and Outcome-Based Roadmaps
- Agile Transformations
- Continuous Improvement and Growth Mindset
- Design Thinking and User Research
- Data Analytics and Hypothesis Driven Development/Experimentation
- Multi-Level Communications (Board of Directors to Individual Contributors)

EXECUTIVE EXPERIENCE

WESTROCK, AUSTIN, TX

(2021 to Present)

Demonstrated success and achievement at the second largest packaging manufacturer in the nation, marked by a promotion to a position of increased influence, authority, and accountability. Recruited to serve as a product architect and chief strategist for the organization, valued for expertise in hands-on delivery, forging alignment, and driving vision and strategy. Promoted based on the ability to coach teams from the ground up, coupled with deep subject matter expertise in product management.

Director of Product Management: 2022 to Present

Defined and drove the vision, strategy, roadmaps, and execution, collaborating with sales, marketing, and machinery, to introduce an innovative, technology-based product offering, revolutionizing a 100-year old manufacturing company. Coached teams on the Silicon Valley Product Group and Lean Startup’s discovery and delivery methods, as well as prioritizing by value.

- *The new B2B, SaaS platform integrates IoT sensors into packaging to enable customers to track the condition and location of their products as they travel through the supply chain, providing insight into inventory, product condition, location, and how consumers interact with products.*
- *Led a team of direct reports in product management and also drove a cross-functional team in the definition and execution of our go to market, customer acquisition, and pricing strategies.*
- *Improved productivity, quality, and value delivery, by spearheading a transformation to Agile development methodologies.*
- *Coached, advised, and collaborated with UX, engineering, analytics, program management, and other product management organizations across the company on product discovery and delivery, including the use of OKRs, experiments, research, test automation, and outcome-based roadmaps.*

Principal Product Manager: 2021 to 2022

Served as the architect of a digital product vision and strategic roadmap to govern a \$575M portfolio of digital solutions.

- *Within four months of hire, invited to the Digital Leadership Accelerator program, hosted by CIO and the Institute for the Future.*

THE HOME DEPOT, AUSTIN, TX**(2018 to 2021)****Senior Product Manager**

Orchestrated and executed on the front-of-store sales and service strategy for this Fortune 500 home improvement retailer, with a focus on optimizing the checkout process, promotions, and pro-contractor sales. Leveraged cascading OKRs, experiments, and iterative development. Adopted and evangelized a focus on end user value and prioritizing by value to the company. Recruited to aid transformation into a product management organization that used Agile practices, leveraging expertise in both of these areas. Hired to contribute on several levels, as an individual contributor, coach, and leader, with subject matter expertise in product management.

- *Directed pricing, product catalog, and search teams for the point of sale application, which processed \$220M per day in sales across 3 million transactions.*
- *Evangelized the adoption of product management practices and led a community of 43 product managers, passionate about coaching and conducting Lunch & Learn sessions across the company.*
- *Automated the lookup and application of weekly promotions at checkout, generating \$3M in annual labor savings and lowering checkout times by 17% for transactions involving promotional discounts.*

USHIP, AUSTIN, TX**(2016 to 2018)****Mobile Product Manager**

Guided the development and enhancement of mobile products for this B2C, eCommerce marketplace for less than truckload freight shipping, which represented 30% of all company revenue. Crafted the strategy and a multi-year product roadmap for mobile platform development, rebuilding and improving the native app for iOS and Android platforms. Utilized generative interviews and data analytics to build hypotheses on user behavior and potential improvements, serving as the foundation in collaboration with UX designers, to test solutions and plan features. Evolved user story acceptance criteria to include model, view, and service considerations, in collaboration with QA, UX, and engineering. Delivered high quality and stable releases through a blend of unit tests, integration tests, end to end test automation, and manual testing.

- *Increased gross revenue from -30% YOY comparisons to +1% YOY in the largest business category through A/B testing.*
- *Prioritized mobile-specific use cases and improved usability on native mobile apps, resulting in a growth of mobile MAUs by 18% YOY and mobile sessions by 20% YOY, far surpassing web transactions.*

MUTUAL MOBILE, AUSTIN, TX**(2012 to 2016)****Senior Project Manager / Product Manager**

Drove projects and product management at this product design and development agency, coordinating and leading client engagements. Coached clients and junior project managers in Agile and Scrum practices. Adopted Gherkin format in user stories for their use with test automation.

- *Led engagements with clients that included Nike, Cox Automotive (Autotrader), LinkedIn (Lynda.com), and Union Bank (US Bancorp), working with teams in the United States and India. Managed a \$2.6M book of business in 2013, growing to \$6.5M in 2014.*
- *Launched Nike Soccer simultaneously across 20 countries in 18 languages and on two platforms to coincide with the World Cup Finals.*
- *Won ADDY Award in 2015 for Best in Digital and Judge's Choice.*

MICROSOFT, SONY, AND OTHER COMPANIES**(Early Career)****Start-Up Founder, Director of PMO, Program Manager, Project Manager, Designer, Animator**

EDUCATION

UNIVERSITY OF TEXAS - **Bachelor of Science Degree in Physics**