

# EVERETT I. LEE

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## 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. History of driving business growth and market leadership by championing a user-centric approach to product development. Proven track record of prototyping and launching innovative products, leveraging a deep understanding of AI technologies, and applying strong customer empathy and product craft. Develops product strategies and roadmaps that maximize customer impact, enhancing user experiences. Inspires cross-functional collaboration and ensures efficient implementation with a focus on user experience and learning. Reputation for innovating and representing the product vision both internally and externally.

## KEY SKILLS & COMPETENCIES

Market Research | Product Requirements | Partnerships | Business Planning | Technology Solutions | Leadership  
Financial Reporting | Strategic Planning | Customer Experience | Emerging Technologies | Key Product Metrics  
Data Driven Decisions | Competitive Analysis | Executive Presentations | Agile | Coaching & Mentoring

## PROFESSIONAL EXPERIENCE

WESTROCK

Austin, TX

2021 – Present

### Director of Product Management [2022 – Present]

- **Strategic Leadership:** Defined and executed the product vision, strategy, and roadmaps for introducing a technology-based product offering, transforming a 100-year-old manufacturing company
- **Innovative Solutions:** Architected a new B2B SaaS platform integrating IoT sensors into packaging, enabling customers to track inventory, product condition, location, and consumer interactions throughout the supply chain
- **Cross-functional Team Leadership:** Directed product management teams and led cross-functional teams in developing go-to-market strategies, customer acquisition, and pricing models
- **Agile Transformation:** Spearheaded a shift to Agile development methodologies, enhancing productivity, quality, and value delivery
- **Coaching and Mentorship:** Coached teams on Silicon Valley Product Group and Lean Startup methodologies, prioritizing by value and collaborating across UX, engineering, analytics, and program management
- **Outcome-based Approaches:** Advocated the use of OKRs, experiments, research, test automation, and outcome-based roadmaps for product discovery and delivery
- **Revenue Impact:** Initiated deployment of a new B2B SaaS platform, generating \$3,500 in initial revenue and targeting \$35K in revenue for 2024. Demonstrated \$55K annual cost savings at the first internal deployment site, with expectations of \$1.2M in savings in 2024 and over \$3.5M in annual net benefits at scale
- **Promotion:** Based on demonstrated expertise in hands-on delivery, alignment, mentoring, and strategic vision
- **Individual Project:** Coded Python-based chat AI that uses Retrieval-Augmented Generation (RAG) system to provide responses from my product management knowledge, processing raw notes with a local large language model (LLM)

### Principal Product Manager [2021 – 2022]

- **Strategic Leadership:** Architected a digital product vision and strategic roadmap for a \$575M portfolio of solutions
- **Digital Leadership Accelerator:** Invited to the Digital Leadership Accelerator program within four months of hire, hosted by CIO and the Institute for the Future
- **Customer Retention & Adoption:** Contributed to a \$5M contract retention with Domino's Pizza through the "Scan, Learn, Recycle" program and supported \$328M in FY23 packaging sales, projected to reach \$395M in FY24
- **Team Performance:** Led the cross-functional team on the B2B SaaS platform project, integrating product development, marketing, sales, pricing, and legal efforts
- **Strategy & Business Initiatives:** Developed strategies for capturing market share among small and medium businesses, proposing potential revenue growth of \$1.6-2B per year through AI-driven design solutions, though the initiative shifted focus to a \$1B productivity and cost savings improvement instead

**HOME DEPOT**

Austin, TX

**2018 – 2021****Senior Product Manager**

- **Sales & Transaction Volume Impact:** Directed pricing, product catalog, and search teams for the point-of-sale application, managing \$220M in daily sales across 3 million transactions
- **Resolution:** Solved pricing issues resulting in over \$100M in annual revenue by correcting discount and coupon application errors
- **Community Engagement:** Led and evangelized product practices in a community of 43 product managers, conducting 4 Lunch & Learn sessions and bi-weekly improvement meetings
- **Labor Savings:** Automated weekly promotions at checkout, achieving \$3M in annual labor savings and reducing checkout times by 17% for promotional transactions
- **Product Management Transformation:** Recruited to aid in transforming Home Depot into a product management organization using Agile practices, contributing as an individual contributor, coach, and leader
- **User Experience Improvement:** Initiated the unification of product search and catalog systems to ensure experience and information consistency, which was projected to drive labor savings of \$41M annually

**USHIP**

Austin, TX

**2016 – 2018****Mobile Product Manager**

- **Revenue Impact:** Increased gross revenue in the largest business category by reversing a -30% YOY decline to a +1% YOY growth through strategic A/B testing, resulting in a \$3.1M swing
- **User Growth:** Achieved 18% YOY growth in mobile monthly active users (MAUs) and 20% YOY growth in mobile sessions by prioritizing mobile-specific use cases and improving app usability
- **Product Development:** Crafted a multi-year roadmap for mobile platform development, significantly enhancing the native iOS and Android apps. Leveraged generative interviews and data analytics to inform user behavior hypotheses, collaborating with UX designers to test and plan new features
- **Quality Assurance:** Ensured high-quality releases with a combination of unit tests, integration tests, end-to-end test automation, and manual testing, maintaining stable and reliable mobile app performance
- **Feature Adoption:** Led a major usability refresh of the UI, driving significant user engagement and contributing to the 18% growth in MAUs
- **Innovative Projects:** Contributed to the development of a B2B SaaS product licensed by DB Schenker, expanding the company's offerings beyond the B2C marketplace

**MUTUAL MOBILE**

Austin, TX

**2012 – 2016****Senior Project Manager/Product Manager**

- **Client Engagement & Revenue Growth:** Managed and expanded client engagements, achieving a 150% increase in book of business from \$2.6M in 2013 to \$6.5M in 2014
- **Global Launch Success:** Led the simultaneous launch of Nike Soccer across 20 countries, 18 languages, and two platforms, resulting in millions of downloads within the first month
- **Award Impact:** Secured contract extensions with Nike and new projects with Under Armour after winning the ADDY Award in 2015, with the initial contract worth \$3M and subsequent extensions
- **Project Efficiency:** Enhanced project delivery with Agile and Scrum practices and Gherkin format for test automation, achieving a crash rate of fewer than 0.01% per session, 10x better than expected
- **Client Satisfaction:** Achieved high client retention with half of the projects extending into multi-year engagements, significantly reducing customer acquisition costs

**ADDITIONAL EXPERIENCE**

**MICROSOFT, SONY, and OTHER COMPANIES:** Director of PMO, Program Manager, Project Manager, Designer, Animator, Start-Up Founder

**EDUCATION**

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