**DAVID E. KIDD**
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## PROFESSIONAL SUMMARY

Innovative and dynamic Program Manager with experience building disruptive products and managing all phases of solutioning from project definition, evaluation, project management and delivery. Creative and innovative thinker with a get-it-done mentality and a history of building strong product cultures. In-depth experience with startups and established companies.  Proven track record of exceeding aggressive performance targets.

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|---|---|
| · Excellent Project/Program Manager | · Certified Scrum Product Owner (CSPO) |
| · Strong estimation and planning skills | · Certified Scrum Master (CSM) |
| · SDLC process expert | · Product backlog management/cleanup |
| · Timely and effective communications | · In-depth Sprint planning experience |

## PROFESSIONAL EXPERIENCE

# TOKKENZ

**Charleston, SC** (February 2023 – present)
Transactional Gaming Platform for Online Giving where givers can send fun and entertaining games that deliver personalized greetings and hidden gift money.

### PROJECT DIRECTOR
- Managed the launch of the company's premier "MoneyHunt" video game platform
- Work with the development team to continuously assess progress, estimate build timeframes, and share lessons learned
- Run daily standups and coach team on Agile SDLC processes
- Responsible for risk management and risk mitigation
- Identify market opportunities for consumer and B2B segments
- IT Management responsibility for the companies internal Development tools (Atlassian, Google Business Suite, Monday.com, Figma)

# PEAKACTIVITY

**Boynton Beach, FL** (February 2021 – February 2023)
PeakActivity specializes in developing customized eCommerce solutions, delivering innovative experiences, and elevating business outcomes for clients with data-driven strategy.

### PROJECT MANAGER – DALE CARNEGIE / ELEMENT / DARWIN
- Identified opportunities, risks, constraints and dependencies in collaboration with the development team and multiple clients to prioritize and refine user stories/priorities
- Managed the backlog by prioritizing and grooming stories based on business value and strategic priorities
- Budget Management – managed multiple project budgets and ensured work performed stayed within budget guidelines.

- Advocated for end-users and stakeholders by developing a deep understanding of stakeholder and user needs
- Collaborated with cross-functional team members (Development, QA, UX/UI, Designers and Partners) and drove business value through developing customer-friendly features and enhancements
- Summarized complex technical solutions and enhancements into non-technical language to communicate to stakeholders and business partners
- Collaborated with clients and partners to co-develop a roadmap and drive products and features from concept to launch

# KASASA®

**Boca Raton, FL** (November 2017 – January 2021)

### PRODUCT OWNER – KASASA LOANS
- Product Management –Responsible for all product requirements, testing and release management.
- Product Roadmap – Developed long-term product roadmaps and ensured alignment on timelines, capacity plans, budgets, and execution
- UX Design – worked with Financial Institutions to design optimal desktop and mobile product interfaces for borrowers and loan managers
- Team Mentor – Mentor staff in other Kasasa departments in the development of Agile-based user story/acceptance criteria writing techniques
- Vendor Management – Managed onboarding of functional and technical resources for 3rd party (ACH/credit card) payment providers
- Product Awards –
    "Best Consumer Lending Platform", FinTech Breakthrough, April 2019
    "Best in Show", Finnovate, Spring 2018
    "Best Lending Platform", Benzinga Global Fintech Awards, May 2018

# CENDYN®

**Boca Raton, FL** (2016 - 2017)
Cendyn delivers Saas-based solutions to the travel and entertainment industry.  The company specializes in CRM, loyalty, and concierge systems for hotels in 167 countries.

### HEAD OF PROJECT MANAGEMENT (2016 – 2017)
- Staff management – managed five teams in Florida, England and Canada for CRM and marketing tools, loyalty, concierge, and event planning products
- Agile Mentor - Mentored project managers, product owners and developers in Agile Scrum processes and requirements writing techniques
- User interface design – managed the UX team – responsible for product design including end user interfaces, admin setup and management, and marketing tool interfaces
- Roadmap – developed long-term product roadmaps and ensured alignment with internal stakeholders, investors, and management
- Process improvement - Integrated Figma prototyping tool into the requirements planning process to provide clear acceptance criteria for requirements

**Fort Lauderdale, FL** (2012 – 2016)
EPIC is a provider of SaaS-based Loan Management Systems to small and medium-size lenders.

### DIRECTOR - PRODUCT MANAGEMENT
- SDLC management – drove development of underwriting, lead generation, and payment processing solutions from inception and design to release for the company's premier Loan Management System (LMS) product
- Requirements development – created user stories for Loan Schedule generation, APR, TILA, ACH Payment Management, Collections, Marketing and Reporting functions.
- User Experience Management – worked directly with loan providers to design the optimal borrower experience.  Responsible for the design of all product interfaces.
- Marketing tools development – develop tools to allow lenders to increase new business, retain existing clients and decrease late payments.
- Project management – Developed, managed, and communicated the product vision and roadmap by engaging business stakeholders for acceptance and alignment
- Release management – Defined release criteria and program increments
- Process improvement – Led the conversion from Waterfall SDLC to Agile Scrum
- Staff management –Transitioned Product Management function from an outsourced firm in Ukraine to a new local team – responsible for hiring and employee development



**Miami, FL**
Ryder is a Fortune 500 provider of leading-edge transportation, logistics and supply chain solutions.

### SENIOR MANAGER – TELEMATICS (2011 – 2012)
- Product Ownership responsibility for the company's Telematics products that monitored location and behavior of fleet vehicles
- Process Improvement – Upgraded legacy Telematics system from an aging desktop-based application to a modern SaaS-based solution
- Market Development – Created a program to extend the Telematics program to Non-Ryder Customers, which quadrupled the potential market for other core Ryder solutions – resulted in a monthly sales increase of 25% in the first three months after launch
- Release Management – Launched mobile applications for Fleet Management
- Revenue responsibility – Tracked product revenue performance across a highly de-centralized sales organization and managed the sales incentive program



**Boca Raton, FL** (2003 – 2011)
Verio provided ecommerce websites, hosted servers and SaaS applications for direct retail customers and Global Enterprise partners.

### SENIOR MANAGER - PRODUCT MANAGEMENT (2006 – 2011)

Managed the Product Management, Project Management and Documentation teams. Primary duties included global product definition, strategy, and planning

- SDLC management – launched SaaS-based Ecommerce, Virtual Web Server and Exchange/SharePoint product lines, expanding Verio from a basic web hosting company to one of the first global Software as a Service providers
- Vendor management – improved key vendor relationships through strong co-marketing promotions and clear accountability for deliverables
- Marketing – managed an annual marketing budget of $2 million - included a phenomenally successful online lead generation effort that strongly encouraged potential customers of the company's Linux Hosting, Windows Hosting, and Exchange products to self-identify
- Product Awards:
    "Best Hosting Infrastructure" by Microsoft in 2008
    "Best SaaS Provider" by HostReview in 2007

**PRODUCT MANAGER:  MS Products** (2003 – 2006)


## EDUCATION

**Masters of Business Administration (MBA)**
University of Miami, Coral Gables, FL
  *-Dean's Award for Academic Excellence*

**Bachelors of Business Administration**
Florida Atlantic University, Boca Raton, FL
  *-Editor in Chief-University Newspaper*
  *-Student Senate Speaker*

## CERTIFICATIONS

**Certified Scrum Product Owner (CSPO)** – ScrumAlliance
**Certified Scrum Master (CSM) –** ScrumAlliance