**Glenn Weintraub**

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**Professional Summary**

Product Manager / Owner with 15+ years of experience in professional product management and solution design using Agile and other development methodologies. History of building collaborative partnerships with cross-functional teams, identifying risks and dependencies, and introducing innovative, sustainable solutions. Committed to establishing an environment of mentorship and teamwork. Experienced converting API specifications into practical applications. Knowledgeable in Jira for managing product and sprint backlogs, Confluence for user stories and documentation, and Miro and Figma for wireframes, storyboards and design.

**Work Experience**

**Integrated Document Solutions, Inc. (AbbaDox) | Aventura, FL**

**Director of Product | September 2017 - Present**

* Established company’s product management department and implemented protocols for gathering requirements for user story definitions and research goals, documentation of functional specifications, and product cycle planning
* Oversee application development for suite of 15 healthcare management solutions by determining KPIs and actively directing 14 product and development team members
* Produce product roadmaps for internal development cycles and evaluating third-party vendors for integration into AbbaDox ecosystem
* Collaborate with clients and stakeholders on needs analyses, user acceptance testing, deployment strategies, documentation and training
* Reduce average project cycle time by 33% by standardizing development requirements, implementing testing stages, and project scoring by level of effort and required resources
* Improve application performance by working with DBAs and developers to optimize stored procedures, leverage CDM and memory management tools and enhance cache busting
* Collaborate with stakeholders to resolve user support issues, identify and remediate deficiencies for client go-lives, and provide continuous product education throughout the company
* Moderate product focus groups with clients and partners to validate product plans and gauge reactions to upcoming features and enhancements

**Integrated Document Solutions, Inc. (AbbaDox) | Aventura, FL**

**Director of Marketing & Business Development / Product Manager | October 2005 - September 2017**

* Built company’s in-house marketing department by formulating marketing presence, producing website and collateral content, expanding lead generation efforts, and devising sales follow-up protocols
* Strengthened business operations by increasing average monthly lead volume by 40%+ in less than 5 months and decreasing cost per acquisition by 25%
* Coordinated with outside marketing firm to define new brand strategy and visual identity to create new logo, corporate design system and color palette, brand messaging, and tagline
* Affected change by developing client growth and retention strategy to generate $1M+ in additional revenue over 3 years through adoption of additional solutions
* Served as product manager of healthcare-oriented referral marketing CRM application by determining feature specifications, establishing rollout timelines, and formalizing beta/delta QA testing requirements

**Skills**

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| * Product Management
 | * Solution Design
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| * SaaS experience (B2B and B2C)
 | * Software prototyping / wire-framing
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| * User story researching / writing
 | * Product roadmap development
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| * Agile development
 | * Client relations
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**Certifications**

Professional Scrum Master I (PSCM I)

**Education**

**Marketing & International Business**, Florida Atlantic University