

Geoffrey (Brad) Hoefflin II

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Product Manager / Agile Product Owner

Experienced Product Manager / Agile Product Owner with six years' experience in financial services, technology, aerospace & defense, and government. Passionate about increasing revenue, customer satisfaction, growth, feedback loops, and data driven approaches to create solutions and resolve issues. Proven ability to coordinate with many stakeholders, both internal and external, in addition to leading local, national, and global teams. Developed new products and services to evolve enterprise systems to ever-changing consumer behavior and market conditions with the goal of increasing revenue and attracting more customers.

Key Strengths

Agile Leadership, Team Leadership, Product Management, Product Requirements, Presentations, AI, Rally, Jira, Journey Mapping, Go-to-Market Strategies, Feedback Loops, Product Strategies, Performance Metrics, Product Vision, Qlik Sense, Qualitative & Quantitative Analysis, Market Research, Kanban & Scrum, Personas, Miro, Epics, User Story Development, Gherkin, BDD, Data Management, SAP, Microsoft Office Suite, Database Source Experience.

Professional Experience

Jackson Hewitt

Sarasota, FL

Product Manager

2022-2024

- Product Manager / Agile Product Owner for three software development teams. Responsibilities include working with stakeholders both internally and externally to ideate, gather requirements, and define work for development teams before leading development and product launches.
- Designed, developed, and implemented digital and enterprise data driven product solution going from zero to one to improve usability and drive revenue growth.
- Responsible for 32 products and services that require continuous updates to comply with stakeholder, industry, and government requirements.
- Increased team throughput by 2.5x year over year due to better requirements gathering, backlog management, prioritization, coordination teams / stakeholders. Resulted in a 20% increase in new customer acquisition.
- Implemented new processes, tools, and organization policy for utilizing AI in the Product Development Lifecycle and across the technology organization.
- Partnered with UX/UI team to redesign and journey map the end to end user experience for all enterprise software products both digital and application based.
- Utilized data driven analytical approaches to design new customer focused products and services from scratch while also keeping data governance, integrity, and reporting needs in balance.
- Proficient in utilizing Gherkin and Behavior Driven Development approaches to design, implement, and test software products.
- Increased customer retention and marketing capabilities through implementing new dynamic technology solutions that varied based upon customer experience.
- Facilitated teams through the process of identifying areas of core software products that could be enhanced or deprecated to increase conformity across products and services to improve the user experience, standardize functionality, and simplify for implementation of changes.

- Responsible for planning and communicating the product vision for all three teams for annual, quarterly, monthly, and weekly strategic goals / objectives.
- Experienced with leading domestic bi costal teams as well as global team members.
- Led an organization cultural change to embrace cross team collaboration as well as continuous learning and improvement.
- Created and implemented feedback loops, surveys, and focus groups to get live end user experience feedback for the product organization.

JAG Resources

Columbus, OH

Consultant - Technology / Aerospace

2020-Present

- Helped small / midsize organizations work to implement agile principles and Kaizen continuous improvement methodologies.
- Created user experience journeys for digital and mobile solutions for clients.
- Implemented product growth strategies, KPI's, and analytical tools to track consumer behavior, growth, and trends.
- Partnered to develop sales strategies and ROI analysis for individual products and business units.
- Developed Product Delivery roadmaps and go-to-market strategies.

Ohio House of Representatives

Columbus, OH

Multiple Positions

2021-2022

- Created feedback loops to communicate with constituents and government agencies to manage concerns involving the various parties for 30+ constituents every week.
 - Items included resolving policy and legislative concerns, as well as meeting scheduling and coordination between large groups.
- Analyzed, researched, and compared different state-wide proposals to aid the representative in decision making and policy formulation.
- Led data gathering projects to connect business, non profits, constituents, and government officials based upon region.
- Additional tasks included data gathering, administrative duties, and collaboration with government agencies and interested parties on projects.

Legrand North America

Vandalia, OH

Finance Intern

2019

- Processed all returned merchandise authorizations (RMAs), manual credits, manual debits, and tax credits each day.
- Developed weekly aging files for the US and UK through SAP and Excel tools.
- Granted or extended lines of credit to new and existing customers.

Education

The Ohio State University

Columbus, OH

Bachelor of Arts, Political Science, GPA: 3.72

Conferred December 2021

- Dean's List Recipient, Magna Cum Laude

University of Dayton

Dayton, OH

Finance Major, GPA: 3.55

2016-2019

- Dean's List Recipient

Certifications

Scrum Alliance - CSPO

Valid through 2026