**Jacob Grow**

430 Knollcrest Ct.

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(385)-505-6157

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**Skills**

Strategic Product Visioning, Stakeholder Engagement, Market Analysis & User Insights, Feature

Prioritization & Backlog Optimization, Data-Driven Decision Making, Problem-Solving Expertise,

Agile Methodologies, Jira

**Experience**

**Product Manager - Rainfocus - Lehi, Utah**

January 2022 - April 2025

* Spearheaded the relaunch of a lead retrieval application, which achieved adoption by tens of thousands of users and facilitated the scanning of millions of leads. This enhanced event lead capture efficiency by 5% and provided additional features to decrease the time between lead scan and outreach.
* Led customer-focused product development by incorporating user feedback into roadmap prioritization.
* Directed cross-functional teams in an Agile environment, collaborating closely with marketing, sales, developers, and clients to deliver high-impact products that meet stakeholder needs and exceed expectations, by delivering features to users to better segment leads and distribute sales/marketing material.
* Crafted and articulated a compelling product vision, strategy, and roadmap, ensuring alignment with organizational goals and driving team-wide clarity and focus.
* Wrote clear user stories in Jira that accurately explained the requirements for a new feature or enhancement.
* Established and monitored key performance indicators (KPIs) related to feature adoption and revenue, to evaluate product performance, inform strategic decisions, and optimize outcomes for business and users.

**Quality Assurance Engineer - BGZ Brands - Lehi, Utah**

January 2021 - January 2022

* Executed comprehensive testing of IoT devices and their associated applications to ensure functionality, reliability, and user satisfaction using CSAT KPIs.
* Collaborated with developers and international teams to deliver a high-quality product, fostering seamless communication and efficient problem-solving across time zones, by establishing weekly check-ins.
* Utilized AWS tools (CloudWatch, IoT Core) and ADB to diagnose and resolve issues in IoT devices, enhancing performance and user experience.

**Education**

**B.S. of Business Administration w/ a Minor in Economics**

*Lewis-Clark State College, 2019*