LANCE STOKES

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Professional Summary

Product Manager with a strong track record of delivering high-impact solutions across sales and benefits platforms in the HR tech space. Experienced in driving cross-functional collaboration, leading agile teams, and aligning product roadmaps with business goals. Adept at backlog management, stakeholder communication, user story refinement, and deployment oversight. Passionate about building intuitive, scalable solutions that solve real business problems.

Core Skills

- **Product Strategy**: Roadmap Planning · Stakeholder Alignment · OKRs · User-Centered Design
- **Agile Execution**: Backlog Prioritization · Sprint Planning · Story Refinement · Scrum/SAFe
- **Data & Tools**: JIRA · Confluence · Tableau · Microsoft Excel · SQL (basic) · Postman · Figma (basic)
- **Collaboration**: Sales Enablement · Cross-Functional Leadership · QA/UAT · User Demos · Feedback Loops

Work Experience

ADP   *Miami, FL*
Product Manager   *Sep 2024 – Present*

- Own product delivery for the sales side of ADP's benefits platform, leading backlog prioritization, sprint planning, story refinement, QA, and stakeholder demos to deliver high-impact functionality.
- Successfully launched a new Pet Insurance benefit, collaborating directly with the provider and internal stakeholders to confirm requirements, align on timelines, and lead weekly implementation health checks through to go-live in production.
- Led a 3-month initiative to sunset a legacy site matching tool, enhancing a more robust platform by closing feature gaps; the successful transition resulted in a 30% reduction in customer support calls and support tickets related to site selection.
- Partner with sales specialists, business analysts, and implementation consultants to identify platform gaps and translate them into actionable features and user stories within JIRA.
- Drive annual product discovery and roadmap planning efforts, crafting detailed project briefs that outline objectives, stakeholders, timelines, and measurable KPIs for each initiative.
- Perform in-depth QA across the full benefits portal—including enrollment flows, sales tools, and client-facing dashboards—to proactively surface bugs and usability issues.
- Collaborate with adjacent development teams to resolve dependencies, align on deployment timelines, and mitigate downstream impacts of upcoming releases.

PlanSource   *Orlando, FL*
Product Owner   *Nov 2019 – Sep 2024*

- Led two cross-functional development teams simultaneously: one focused on external API and carrier integrations, and the other on enhancing the employee-facing enrollment experience on the core benefits platform.
- Spearheaded the design and launch of a new API configuration tool, enabling client administrators to customize plan data, employee groupings, and attribute mappings for carrier integrations—significantly improving flexibility and reducing manual intervention.
- Delivered a guided implementation wizard to streamline client onboarding, replacing a complex legacy configuration tool with a modern, user-friendly interface; this enhancement reduced setup time for implementation teams by 50%.
- Translated business needs into actionable user stories, supported development with research spikes, and led end-to-end QA and testing for all new features and platform improvements.
- Managed all agile ceremonies for both teams, including backlog grooming, sprint planning, and standups, while coordinating closely with leadership to ensure alignment with strategic goals.
- Communicated development progress, release readiness, and feature impact through stakeholder demos, written updates, and structured sprint reviews. This includes creating internal and external release documentation for every product launch, ensuring smooth adoption and cross-team visibility across the organization and partner network.
- Operated in hybrid environments leveraging Agile, Scrum, Kanban, and Waterfall practices across different portfolios and project scopes.

Eposnow, LLC   *Orlando, FL*
Implementation Manager   *Oct 2017 – Nov 2019*

- Promoted to lead a team of 8 Implementation Specialists, each managing ~10 client accounts at a time through onboarding of Epos Now's cloud-based point-of-sale (POS) platform; responsible for project oversight, coaching, KPI tracking, and stakeholder communication.
- Oversaw end-to-end onboarding, including hardware/software setup, inventory entry, system training, and third-party integrations—ensuring seamless go-live experiences and sustained platform adoption.
- Delivered top-performing implementation support to a global client base of 30,000+ accounts, resolving complex software issues, Windows-based system errors, and hardware peripheral troubleshooting.
- Developed strong technical fluency with third-party systems including QuickBooks, OpenTable, MailChimp, and Shopify to ensure optimal integration and client satisfaction.
- Served as a revenue-generating touchpoint during implementation, identifying critical gaps in original sales packages and upselling missing peripherals, hardware, and software applications; recognized as the top performer in implementation-led sales for 4 consecutive months.
- Held the highest number of referrals to payment processors (e.g. EVO, Stripe) across the team for over 6 months, contributing to long-term revenue growth and partner engagement.
- Collaborated cross-functionally with Sales, Support, and Product teams to surface deal inconsistencies, customer pain points, and software defects—driving continuous improvements in both process and product.
- Acted as a Subject Matter Expert (SME) on onboarding best practices, supporting process documentation, training materials, and continuous improvement across the implementation lifecycle.

Education

Valencia Community College   -   *Orlando, FL*
Associate Degree   -   *May 2015*