

Jerome Powell

Certified Scrum Product Owner (CSPO) · Product Manager

+1 954.683.9316 | powell.jerome@gmail.com | linkedin.com/in/jeromepowell-productmanager | jeromepowell.me |

Sunrise, FL · Remote

PROFESSIONAL SUMMARY

Certified Scrum Product Owner with 12 years turning ambiguous business needs into groomed backlogs, clear acceptance criteria, and shipped releases. On small, agile teams the product manager and the product owner are one job, and I have always done both halves: I set the direction, then write the stories, run the board, and accept the work myself. I own the backlog end to end, from personas and discovery through user stories, acceptance criteria, and the definition of done. When QA or support needs to know how something is meant to behave, the answer is mine. Twice I have built the agile operating model from nothing: at Hollywood.com I selected and rolled out the delivery stack for an 18-person team that had no process at all, and at MovieTickets.com I split delivery into a Kanban team for production fires and a sprint team for new work, rolled RICE prioritization across distributed engineering in El Salvador, India, and Belarus, and cut roughly \$250K a year in operating cost by standardizing a manual support operation. I am a certified Jira Cloud Administrator, so the delivery system my teams work in is one I configure myself. An audit and global-finance foundation at EY and Deutsche Post DHL grounds my instinct for requirements and controls that hold up under scrutiny, and I pair the delivery craft with current AI fluency: formal training at Duke and Wharton, plus production AI systems I build and operate myself. The consistent pattern across my career: enter a new business, learn it fast, and bring order to it.

CORE COMPETENCIES

Backlog Ownership & Story Acceptance

User Stories, Acceptance Criteria & Definition of Done

Sprint & Kanban Delivery

Backlog Refinement & Sprint Planning

Agile Operating Models Built From Zero

Stakeholder & Business Liaison

Integrations & API-Driven Requirements

Distributed & Near-Shore Delivery

UAT, Release & Transition to Production

Applied AI Fluency

WORK EXPERIENCE

Moment

2024 – 2026

Founding Product Manager · Real-Time AI Product

- Own the roadmap and backlog for a real-time, on-device AI system on a three-person founding team; run ICP interviews and survey campaigns, then turn an ambiguous problem space into scoped requirements, acceptance criteria, and milestones the team delivers against.
- Built the working proof of concept that won Web Summit selection, and recruited a PhD biomedical engineer (ex-NASA applied ML) as Chief AI Officer.

Vista Do Mar Investments

2021 – 2024

Founding Product Manager · Real Estate Analytics Platform

- Turned loose, inconsistent valuation heuristics into a structured analytics and scoring platform with enforced data standards; faster, more consistent deal evaluation supported a 300% rise in portfolio value.
- Set the requirements, prioritization frameworks, and data-quality controls that kept a small operation disciplined and repeatable, and ran iterative delivery cycles against investor feedback and performance data.

Hollywood.com

2019 – 2021

Lead Product Manager · High-Traffic Ticketing Commerce

- Built the operating model for a team with no process in place:** assessed what an 18-person cross-functional team needed, selected and rolled out the delivery and documentation stack (Jira, Confluence, Slack), and set the standards the whole team ran on.
- The only PM on that team, working across 3 backend engineers, 12 mobile engineers, and 2 designers; translated live ticketing, inventory, and commerce integrations with enterprise partners into user stories and acceptance criteria that balanced API constraints, reliability, and customer experience.
- Led user research and persona development, turning the pain points I found (starting with dead-end reserved seating) into the stories that set roadmap priority; specified the requirements that prepared the platform for blockbuster-scale demand ahead of the peak.
- Delivered improvements to search, ticketing flows, and authentication across platforms serving millions of users; shipped an ML-assisted seat-selection feature that produced a granted US patent and a WIPO/PCT filing.

Senior Product Manager · Amazon Marketplace Intelligence

- Owned Listing Advisor end to end, a seller-facing analytics product on an Amazon-seller research platform, from requirements through release.
- Ran Mixpanel-driven iteration, turning behavioral analytics into a prioritized, groomed backlog and measurable product improvements.

Product Manager · High-Traffic Commerce · PMO of 4, dev team of 10

- Split delivery into two teams and ran the ceremonies for both:** a Kanban board for the Lights On team, triaging the most pressing production fires as they hit, including the peak-load blockbuster on-sales that pushed the platform hardest; sprints for the Coming Attractions team, where I owned sprint scope and the definition of done, ran the retros, and kept the dashboards the business watched.
- Delivered roughly \$250K a year in operating cost savings:** led a Jira Service Management rollout and the workflow automation behind it, including manual refunds, which reduced customer-service headcount and enabled an engineering restructuring off the back of upstream process simplification; owned the rollout, user acceptance, and transition to production.
- Rolled out RICE prioritization and a standardized distributed operating model across El Salvador, India, and Belarus, and drove adoption hard enough that it held when engineers moved on without a replacement hire.
- Owned the AT&T Loyalty program, where the users were both AT&T and AT&T's own customers: wrote the acceptance criteria against both sets of needs and ran the UAT sessions that cleared it for go-live.
- Ran hands-on field discovery ahead of a planned site relaunch: signed up to drive for Uber and walked willing riders through prototype concepts. I owned the acceptance criteria on that work, and when we got it wrong I owned that too and specified the changes required.

Founder (SanVal Energy) · Global Finance (Deutsche Post DHL) · Audit Associate (EY)

- Founded and exited a renewable-energy consultancy (SanVal Energy, South Africa), acqui-hired by juwi Renewable Energies. Global finance management at Deutsche Post DHL and audit at EY taught me governance, controls, and audit-grade process in regulated, multi-geography environments.

SELECTED PRODUCT WORK

Sentinel – Autonomous, Self-Improving Trading Platform

A system I built and operate that runs unattended, grades roughly 400 decisions a day, and retunes itself from what works, under hard capital-safety limits enforced in code with an audit trail on every call. Evidence that I can own a live system's reliability, data quality, and governance end to end.

GoldiLox – Ranking & Discovery System

A trip-discovery tool that prices options across flights, trains, and EV driving and ranks them on a 100-point composite score. Its key product decision replaced a hard budget filter that regularly returned zero results with a soft, badged ranking signal, closer to how people actually weigh a trip and far denser in usable results.

EDUCATION & CERTIFICATIONS

Nova Southeastern University – Master of Business Administration		2006
Florida Atlantic University – B.S., Accounting		2000
Certified Scrum Product Owner (CSPO)	Scrum Alliance	2014
Jira Cloud Administrator	Atlassian	2024
AI Product Management Specialization	Duke University	2026
AI for Business Specialization	Wharton	2025
US Patent 20210263640A1 – ML-assisted seat-selection UX	USPTO	2021

SKILLS

Product Ownership: Backlog Grooming & Refinement, User Stories & Acceptance Criteria, Definition of Done, Story Acceptance, Sprint Planning, Retrospectives, Delivery Dashboards, User Story Mapping, PRD Authoring, UAT & Release Management, RICE Prioritization, Roadmap Translation, Stakeholder Management, Agile / Scrum / Kanban

Discovery & Analytics: User Interviews & Personas, Market & Competitive Research, A/B Testing, Behavioral Analytics, KPI & Root-Cause Reporting

Technical: REST APIs, Backend Workflows, SaaS Platforms, SQL, Python, Next.js/TypeScript/React, Postgres/Supabase

Tools: Jira (Certified Cloud Administrator), Confluence, Slack, Figma, Notion, Mixpanel; daily AI tooling (Claude Code, Codex)