

WILL SANSBURY

PRODUCT MANAGEMENT & USER EXPERIENCE LEADER

Atlanta, GA · 678.209.9118 · willsansbury@gmail.com · LinkedIn.com/in/will-sansbury

SUMMARY

Product management and user experience executive with over 25 years of experience building and leading teams that define, design, develop, and deliver on-premise and SaaS software. Led 20+-person organizations to manage portfolios with revenue ranging from \$25MM to \$2B. Expert facilitator who uses Agile, Lean, and Design Thinking methods to co-create solutions with customers and users. Proven track record of developing product managers who have grown into leadership roles, including VP of Product Management, Product Coach, and startup entrepreneur.

SKILLS

Product Management	Product Strategy	User Experience (UX)	Business Strategy
Go-to-Market Strategy	Strategic Planning (OKRs)	Product Marketing	Agile (Product Ownership)
Product Vision	Roadmapping	Competitive Analysis	Opportunity Discovery
Strategic Partnerships	Sales Support	Software-as-a-Service (SaaS)	Enterprise Software
Design Thinking	Lean Startup	Public Speaking	Cross-functional Leadership

PROFESSIONAL EXPERIENCE

VVP, PRODUCT & PORTFOLIO MANAGEMENT

Logility | Atlanta, GA | May 2021 - Present

- Transformed a 20-person product organization's reactive and tactical mindset into a strategic market-centered approach through internal education, performance management, and strategic hiring.
- Defined and executed a multi-year strategy to integrate Logility's legacy on-premise supply chain products into a comprehensive SaaS platform, resulting in growing subscription fees by 23% in one year (from \$9.8MM in 1QFY22 to \$12.1MM in 1QFY23) and shifting balance of revenue to favor SaaS over on-premise clients.
- Reduced the rate of SLA breaches of client-reported defects from 52% to 8% through process improvement, automating and standardizing communication, and creating repositories to capture individuals' tacit knowledge and transform it into institutional knowledge.
- Sponsored Logility's first UX design system, which addresses legacy consistency issues across applications, provides an answer for accessibility requirements, and reduces time to develop new solutions.

HEAD OF PRODUCT OPERATIONS

Deluxe | Atlanta, GA | October 2018 - April 2021

- Authored the Deluxe Product Playbook, which integrated product management, human-centered design, Design Thinking, Agile, and Lean Startup into a holistic product process to standardize practices across Deluxe's business units.
- Conceptually created and led a team of 20+ to showcase Deluxe's customer-focused innovation process in real-time by collaborating with client conference attendees to move an idea from concept to main-stage demonstration in under 48 hours.
- Defined product management organizational design and optimized it across the enterprise, resulting in a \$4.1MM saving in planned headcount. Avoided costly reduction in force by reallocating talent to demand in other business units.
- Implemented and championed enterprise-wide cascading goal-setting framework using V2MOM (Salesforce's take on OKRs), enabling executive visibility into strategic plans of over 150 products and 200 functional organizations.
- Developed a go-to-market strategy that reorganized our portfolio to match our customers' mental models, resulting in an 80% increase in qualified cross-sell opportunities and growth of average products per customer from 1.1 to 1.8.
- Awarded the 2020 New Day Award in recognition of my efforts and impact.

WILL SANSBURY

DIRECTOR OF AGILE PRACTICE, RELEASE MANAGEMENT, & USER EXPERIENCE Deluxe | Atlanta, GA | June 2015 - October 2018

- Evangelized user experience within the company to secure funding to grow the team fivefold over eighteen months.
- Implemented monthly operations reviews where scrum team leaders presented common KPIs to determine how to coach the team, resulting in a 28% improvement in delivery forecast accuracy.
- Championed and secured funding for the UNIFY design system, which provided design guidelines and a collection of reusable components for all customer-facing products.
- Spearheaded standardization of tools to enable an enterprise-wide view of Product Development (migrated 58 development projects on disparate systems to a common workflow in Atlassian Jira in under six months)
- Awarded the 2019 THRIVE award for exemplifying “Execute,” one of Deluxe’s core values.

HEAD OF PRODUCT STRATEGY & DESIGN Daxko | Birmingham, AL | November 2012 - June 2015

- Increased transparency with customers by moving from inflexible, once-a-year time-based roadmaps to a publicly accessible theme-based roadmap (using the Now/Next/Later format).
- Created an internal incubator program that leveraged Lean Startup principles to rapidly explore and validate new product ideas, including Daxko Well, a corporate wellness solution that reached profitability within three months of inception.
- Developed strategy to manage API as a product, capturing \$12MM in additional ARR from existing clients in the first year.

PRODUCT DESIGN MANAGER Daxko | Alpharetta, GA | September 2010 - November 2012

- Championed innovation by creating Daxko Lab Days—three-times-a-year innovation sprints during which teams took a week off of roadmap work to self-organize around projects of their design, resulting in seven released features and one new product over two years.
- Assumed product management responsibility for a new product initiative that previously had failed to reach product-market fit after three years of investment. Leveraged Lean Startup thinking to reframe the product to an achievable vision. Daxko Engage launched five months later, generating over \$1MM in bookings in its first quarter of availability.
- Awarded 2012 Daxko Achiever award for successfully salvaging Daxko Engage.

INTERACTION DESIGNER PracticeWorks/Carestream Dental | Atlanta, GA | March 2010 - September 2010

PRODUCT USABILITY SPECIALIST Silverpop | Atlanta, GA | September 2009 - March 2010

INFORMATION ARCHITECT/SENIOR INFORMATION DEVELOPER Ipswitch | Alpharetta, GA | December 2003 - September 2009

WEB DESIGNER PowerServe International | Augusta, GA | July 2001 - December 2003

DESIGN CO-FOUNDER Mental Soup, LLC | Augusta, GA | August 1999 - July 2001

WEB DESIGN MANAGER MetroQuest, Inc. | Augusta, GA | June 1997 - August 1999

WEB PRODUCTION ARTIST Globalnet International | Augusta, GA | October 1996 - April 1997

EDUCATION

BA, ENGLISH LITERATURE/COMMUNICATIONS

Augusta State University, Augusta, GA

PROFESSIONAL DEVELOPMENT & CERTIFICATIONS

BUSINESS STRATEGY: ACHIEVING GROWTH THROUGH INNOVATION

Columbia Business School

EFFECTIVE LEADERSHIP: PEOPLE, TEAMS, AND CULTURE

Columbia Business School

OKR & V2MOM CERTIFIED RESULTS COACH

WorkBoard

CERTIFIED SCRUM PRODUCT OWNER

Scrum Alliance

CERTIFIED SCRUM MASTER

Scrum Alliance