WILL SANSBURY

PRODUCT MANAGEMENT & USER EXPERIENCE LEADER

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SUMMARY

Accomplished Product Management and User Experience leader with 20+ years of experience in spearheading product-led growth for portfolios ranging from $25MM to $2B. Expert in Agile, Lean, and Design Thinking, adept at building and guiding teams to deliver impactful software solutions. Proven mentor with a track record of developing leaders in product management and entrepreneurship. Focused on strategic vision and operational excellence to drive business success.

SKILLS

Product Management	Product Strategy	Business Strategy	Product Lifecycle Management
Business Strategy	Go-to-Market Strategy	Strategic Planning (OKRs)	Product Marketing
Agile (Product Ownership)	Product Vision	Roadmapping	Competitive Analysis
Software-as-a-Service (SaaS)	Enterprise Software	Design Thinking	Lean Startup
Public Speaking	Cross-functional Leadership	Innovation	New Product Introduction

PROFESSIONAL EXPERIENCE

SVP, PRODUCT & PORTFOLIO MANAGEMENT   **Logility** | Atlanta, GA | May 2021 - Present

- Orchestrated the integration of legacy on-premise supply chain products into a unified SaaS platform, increasing SaaS revenue by 119% and EBITDA by 115% from May 2021 to August 2023.
- Transformed legacy product organization into a strategic, market-centered team, fostering a disciplined approach through internal education, performance management, and strategic hiring.
- Enhanced client satisfaction and retention by reducing SLA breach rate from 52% to 8% and implementing proactive communication strategies for addressing client issues.
- Pioneered Logility's inaugural user experience team and introduced user-centric product development, bridging the gap between clients and R&D teams.
- Championed the creation of Logility's first UX design system, resolving legacy application inconsistencies, meeting accessibility standards, and expediting new solution development.

HEAD OF PRODUCT OPERATIONS   **Deluxe** | Atlanta, GA | October 2018 - April 2021

- Developed the Deluxe Product Playbook, standardizing practices across business units by integrating product management, human-centered design, and Agile methodologies.
- Redesigned product management organizational structure, optimizing enterprise-wide operations to save $4.1MM in planned headcount by reallocating talent across business units.
- Implemented V2MOM framework for goal-setting across 150+ products and 200 functional organizations, enhancing executive strategy visibility and aligning enterprise objectives.
- Crafted and executed a go-to-market strategy that realigned our portfolio with customer needs, achieving an 80% increase in qualified cross-sell opportunities and raising average products per customer from 1.1 to 1.4.
- Led a 20+ member team in a dynamic demonstration of Deluxe's customer-focused innovation, transforming a concept into a main-stage showcase within 48 hours at a client conference.
- Recipient of the 2020 New Day Award, acknowledging significant contributions and impact in organizational innovation and process improvement.

DIRECTOR OF AGILE PRACTICE, RELEASE MANAGEMENT, & USER EXPERIENCE   Deluxe | Atlanta, GA | June 2015 - October 2018
- Successfully advocated for user experience within the company, leading to a fivefold team expansion over eighteen months.
- Sponsored and secured funding for the UNIFY design system, providing essential design guidelines and reusable components for all customer-facing products.
- Drove the standardization of development tools, achieving an enterprise-wide integration of 58 projects into a unified workflow in Atlassian Jira within six months.
- Established monthly operations reviews for scrum team leaders, sharing KPIs to improve coaching methods, resulting in a 28% boost in delivery forecast accuracy.
- Earned the 2019 THRIVE award for demonstrating exceptional execution, a core value at Deluxe, through impactful leadership and process innovation.

HEAD OF PRODUCT STRATEGY & DESIGN   Daxko | Birmingham, AL | November 2012 - June 2015
- Designed and implemented a product-led growth strategy that included expansion into adjacent markets with our flagship solution, rapid introduction of profitable new products, and optimization of packaging and pricing, resulting in a 1200% increase in total addressable market (TAM) and a 35% revenue increase in my last year.
- Initiated an internal incubator leveraging rapid experiment-driven exploration of opportunities, which successfully launched Daxko Well, a corporate wellness solution that achieved profitability within three months.
- Enhanced customer transparency by transitioning from annual time-based roadmaps to an accessible, dynamic Now/Next/Later theme-based roadmap.

PRODUCT DESIGN MANAGER   Daxko | Alpharetta, GA | September 2010 - November 2012
- Revitalized a stagnating product initiative by adopting Lean Startup methodologies, reimagining the product into Daxko Engage, which successfully launched within five months and achieved over $1MM in bookings in its first quarter.
- Pioneered Daxko Lab Days, a triannual innovation sprint, allowing teams to divert from routine roadmap tasks for a week to focus on creative projects, culminating in seven new features and one novel product in two years.
- Recognized with the 2012 Daxko Achiever Award for outstanding leadership and the successful turnaround of 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 & DEVELOPMENT

BA, ENGLISH LITERATURE/COMMUNICATIONS
Augusta State University, Augusta, GA

CERTIFIED SCRUM PRODUCT OWNER
Scrum Alliance

BUSINESS STRATEGY: ACHIEVING GROWTH THROUGH INNOVATION
Columbia Business School

CERTIFIED SCRUM MASTER
Scrum Alliance

EFFECTIVE LEADERSHIP: PEOPLE, TEAMS, AND CULTURE
Columbia Business School

OKR & V2MOM CERTIFIED RESULTS COACH
WorkBoard