CHAD MULLINAX

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ABOUT ME

- Expertise in delivering simple and usable solutions to complex problems and challenges.
- Avid track record in delivering multi-platform solutions across mobile, desktop, social and terrestrial mediums.
- Adept at facilitating efficient collaboration across multi-disciplinary teams, even in environments where no process or improved processes are needed.
- Experience in E-commerce, Online Banking, Product data & delivery, API & Micro-service development.

CORE COMPETENCIES

Product Management; User Story and Acceptance Criteria development; Agile Scrum & Kanban; Process Mapping and Optimization; product alignment with micro-services strategies, data aggregation.

EXPERIENCE

Fiserv (Alpharetta, GA)
May 2019 – Present
Product Owner leader with a primary focus in the cultivation, transformation, and empowerment of the E-Commerce team inside Fiserv's Bank Solutions group.

Manager, Product Delivery
- Primary owner for Fiserv's E-Commerce B2B, B2C, and B2B2C Bank Solutions which include Retail Online/Business Online/ACH/Wire Transfer/Access Management applications for Financial Institution Customers.
- Team Leader for five direct reports located remotely within the US and abroad (India).
- Primary focus on the Agile transformation of a single team of Business Analysts toward Product-minded Product Owners utilizing behavioral and strategic mindsets from across the product space.

Cox Automotive/Autotrader (Atlanta, GA)
May 2017 – May 2019
Experienced product owner within the Audience division of Autotrader.com, a leading online solution for buying and selling new, certified and used cars.

Sr. Product Delivery Manager – Autotrader.com Release Train
- Delivery owner for the Autotrader.com Delivery Stream within a new SAFE-like agile environment.
- Specific areas of delivery focus include transformation initiatives for Homepage, Editorial, and shopper personalization experiences.
- Ownership of product backlog including definition of features and stories
- Product roadmap development include sequencing
- Coordination between three separate scrum-based teams to understand the product vision and associated deliverables.
- Promotion of the Product Agility framework through development and accountability of evidence-based product focused success metrics.

CareerBuilder (Norcross, GA)
Aug 2015 – May 2017
Experienced product owner within the IT/Consumer Applications division of CareerBuilder, a global provider of SaaS based pre-hire and employment solutions for Enterprise and SMB.

IT Product Owner III – Products & Purchasing
- Delivered and managed CareerBuilder's Purchasing & Products Infrastructure within a very mature Agile/Scrum environment.
- Product Owner for infrastructure development and support of in-house purchasing & product focused API's and associated web services migration efforts within a dedicated scrum-based development team.
- Working directly with stakeholders and users to define problem statements and determine customer needs.
- Defined of success criteria and measurable KPIs to evaluate solution effectiveness.
- Ownership of product backlog including definition of epics, features and stories
- Product roadmap development include sequencing

CareerBuilder Key Product Concepts and Launches

Product Validation Engine
Problem: During a client feedback panel, it was observed from a large client that had cancelled their CareerBuilder contracts that an issue they saw repeatedly was they were getting sold products that later did not work together as advertised (ex. I can sell resume database access with either a 1, 5 or unlimited organization seats but I can't sell a 1 seat and unlimited seat together). This caused frustration as the customer felt that if they knew upfront what products worked together and which ones didn't, they would be able to tailor products that would meet their hiring needs.

Idea: Help Sales teams understand which products can be sold together so they can have better conversations with their clients.

Solution: Knowing that sales teams utilize the Salesforce based Opportunity Builder when having conversations with clients, working with the IT Sales Product Manager we were able to leverage my team's Product Purchase API that contained logic for which products could be sold together and ones that can't and tie that into Salesforce Opportunity Builder as a real-time call that allowed sales to build and present customer with options for their hiring needs that was correct the first time.

Between my team and the IT Sales Product Team, we collaborated on a set of features taking into account the dependencies between each team and scheduled the work within a single quarter. We used the Liftoff method to rally and align the teams, create, and decompose the features as well as establish a weekly cadence for planning and a bi-weekly demonstration to the Sales teams to get their feedback.

Outcome: After implementing, Accounts Receivable data showed that new customers calling in with billing issues weren't noting products not working together as a reason for their calls. Sales noted a sharp decrease of customer issues with incompatible products sold to new customers within the first 60 days of launch. While revenue on renewals went down for some customers, total number of renewals was up across the board as customer feedback showed they felt more confident about getting products that worked well together the first time versus their previous experience.

Healthgrades (Atlanta, GA)
June 2015 – Aug 2015
Experienced product owner within the Product Development division of Healthgrades, a healthcare focused Media Company specifically targeting condition, physician and hospital ranked search nationwide.

Senior Product Manager – Consumer & Ad Product
- Developed, optimized, and supported both current and new integrated and display ad products/platforms
- Liaison as Product Owner with a fully remote development team which utilizes Scrum to coordinate delivery of direct consumer and consumer related ad product initiatives.
- Defined success criteria and measurable KPIs to evaluate solution effectiveness.
- Performed market research to identify new product offerings with input from external customers, internal customers and site visitors.

Cox Media Group Digital & Strategy (Atlanta, GA)
June 2011 – June 2015
Seasoned product manager with Technology & Advertising divisions of Cox Media Group, a media company specializing in digital newspaper, radio and television publishing. Over 5 years' experience in product management of various consumer facing portals in both the E-commerce/verticals space (Recruitment, Real Estate, Automotive) specializing in vendor management, product and market evaluations, and delivery of digital solutions for Cox owned and operated markets with in an Agile Scrum/Kanban SLDC environment.

Sr. Business Analyst – Newspaper
- Defined and documented project scope and requirements alongside key members of the Newspaper team (UX/DEV/PMO) execute new solutions as well as improvements to existing solutions, which serve to advance the needs to the business.
- Served as part key member of the Product Owner group within a fully migrated Agile (Scrum) team coordinating the needs of the business into functional user stories.
- Coordinated market research for specific initiatives related to Newspaper program E-commerce with access metering for paid content subscribers.
- Maintained vendor management and SME responsibilities for CMG's shared Event vendor/platform for TV, Radio, and Newspaper digital teams.

Technical Product Manager – Radio
- Served as an SME and vendor relationship liaison for the various aspects of CMG's Digital Radio solutions including but not limited to: Streaming Audio, Metrics (Nielsen), and content aggregation mobile applications (iHeart, Tunein, and LDR – Listener Driven Radio)
- Served as part key member of the Product Owner group within a fully migrated Agile (Scrum) team coordinating vendor capabilities against the primary Business Owner's needs.
- Defined success criteria and measurable KPIs to evaluate solution effectiveness.
- Defined and document scope and requirements alongside key members of the Radio Product Owner team (UX/BA/PMO) to design and execute new solutions as well as improvements to existing solutions, which serve to advance the needs to the business.

Digital Solutions Manager – Events & Streaming Audio Platforms
- Provided full lifecycle management including definition and execution of a unified product roadmap for CMG's Events and Streaming Audio platforms within an Agile (Lean) development environment.
- Defined success criteria and measurable KPIs to evaluate solution effectiveness.
- Defined and document scope and requirements for new solutions and improvements to existing solutions with input from operational stakeholders and internal SMEs.
- Partnered with the Strategy team to share ideas, collaborate on strategic direction and priorities, and define paths and timelines for execution.

Sr. Lead – Emerging Technologies & Solutions
- Worked closely and advise revenue focused product manager with the vendor evaluation process.
- Managed vendor onboarding efforts from contract negotiation through project completion.
- Served as subject matter expert for vendor interface training with sales teams in the market as well as provide comprehensive product support for current and new advertising systems/vendors.
- Managed current and new vendor roadmaps primarily focused on pushing API growth and functionality around reporting initiatives for Advertising Operations group.

Product Manager – Classifieds
- Served as a subject matter expert for classifieds verticals for all Cox Media Group digital entities (Television, Radio, and Newspaper).
- Solicited sales team and customer feedback for product development initiatives.
- Collaborated with in-house project management & development teams on current vendor integration efforts for all classified's verticals.
- Managed review of vendor API's (Monster, Autotrader, DTI) against business needs, determined level of integration while managing project timelines and overall product roadmap.

TMP Worldwide/formally Monster Worldwide (Atlanta, GA)
Oct 2006 – Jun 2011
Senior Technical Leader for North American recruitment advertising agency focusing on recruitment advertising technology for various Fortune 500 clients. Over 5 years of experience developing custom ad-based solutions for tracking applicant conversion throughout the candidate lifecycle (entry, apply, and hire).

Sr. Technical Lead – Campaign Management
- Worked with internal groups to determine technical requirements for emerging products.
- Developed integration paths with TMP proprietary products that leveraged vendor (ATS vendors) available API's and applicant workflow points of integration.
- Troubleshot API related issues with our various integration partners while working closely with partner provided development resources to ensure timely resolution.
- Assisted in research and expansion into new ROI technology to meet client needs.

TMP Worldwide Key Product Concepts and Execution

Tracking to Hire with Taleo
Problem: Tracking to Hire was a tool used by TMP Clients to measure their campaign spends against their actual hires (Cost per Hire) so they could better assess their media spends and direct their budgets to media that helped them hire. While most Applicant Tracking Systems supported this product, Taleo, which at the time was used by large clients, was unable to support this kind of tracking which impeded our large clients from getting the data they need to make the best media purchase decisions.

Idea: If we could find a way to implement an unique, non-PII, identifier and pass that along to the end of the apply process and that the client could capture in their candidates application, we could tie the two together to determine where on the internet they found the job without them self-selecting.

Solution: Through test applications along with data from the client, I was able to see that there was place in the middle of the apply process to inject a randomly generated ID that would be non-executable and could be collected by the client as a custom field. We were able to replicate this solution on the current version of the ATS the client was running as well as a beta version of the next release the client was moving to.

As a team of one, the majority of my collaboration for this initiative came from working with our client's internal development team along with Taleo's (vendor) client support and customer development team. Between the three teams, we were able to propose and validate the solution within (3) weeks which included the final setup and deployment.

Outcome: After implementing this solution, the specific large client increased their Campaign Management spends with us by 50% which included the analytics reporting and general media spends. We were able replicate this for other clients which resulted in a ~23% increase in total revenue for the Campaign Management product for 2010-11.