

# Ryan Schaefer

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## Experience

**IBM**, September 2021 - Present — Senior Product Manager

- Working within the Watson Advertising & Weather business unit, ensure brand, experience, and performance consistency across mobile and web apps in collaboration with cross-functional teams
- Leverage data and customer insights to inform product, research, design, and development decisions around revenue growth, infrastructure, and user experiences
- Product lead for rewrite and redesign of native Android and iOS apps

**Viget**, May 2018 - August 2021 — Senior Product Manager

*Clients:* NFL Players Association, Project Beacon, Conservation International, FiscalNote

- Own the definition, execution, and delivery of Viget's digital products
- Translate and define goals, business requirements, constraints, priorities, and quality assurance testing into actionable tasks for engineering, design, and data teams
- Manage seven-figure budgets, timelines, scope, roadmaps, velocity, and product performance
- Product lead for two COVID-19 apps that have facilitated millions of tests and vaccines to date

**kglobal**, September 2014 - May 2018 — Senior Creative Technologist

*Clients:* Dole, Disney, Marvel, South Carolina Dept. of Commerce

- Single-handedly designed and developed kglobal client and internal websites
- Managed seven-figure client portfolios for Fortune 100 corporations and innovative start-ups
- Led the Dole Foods account as the digital agency of record

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## Public Speaking

- Pro Session Speaker, Product World
- Featured Speaker, DPM Summit
- Featured Speaker, Product Tank (Mind the Product) meetup
- Panelist: "Rapid Software Design & Development for COVID-19 Testing & Vaccinations"
- Webinar: "Managing Mobile App Builds"
- Panelist, General Assembly: "Product Management vs. Project Management"
- Panelist, AMPM co-hosted with WPP
- Panelist, General Assembly: "Life as a Digital Professional"
- Guest Writer, Bureau of Digital
- Contributing Writer and Podcast Guest, The Digital Project Manager

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## Expertise

- **Product Management Aptitudes:** requirements gathering, feature definition, sprint planning, stakeholder management, engineering management, roadmapping, prioritization, QA, data analysis, budget & timeline management
- **Other Skills & Tools:** Javascript, CSS, HTML, visual design (Adobe Creative Cloud, Figma, Sketch), SEO (Google Analytics & Amplitude), Jira, Github, Airtable, Trello

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## Education

- General Assembly, 2017: Front-end Web Development
- Northern Arizona University, Class of 2013: BSBA, Marketing / Minor: Economics