Andrew K Bartlett

Denver, CO | (303) 257-0635 | bartlett.drew@gmail.com | LinkedIn | Portfolio

Product Management Leader, Consultant & Fractional Chief Product Officer with 20+ years of experience driving innovation and revenue growth in software and services product management for diverse, high-growth industries and digital brands. Expert at building collaborative cultures and leading teams to align strategic product offerings with user/client needs & market trends. Accomplished in mentoring and development of future leaders in product management, engineering, operations, and marketing.

Professional Experience

Bartlett Innovation Group, inc. (BIG, Inc.) | Denver, CO
Fractional CPO & Product, Strategy, Execution Consultant | December 2009 – Present
Fractional CPO and Digital product leader consulting organizations from startups to global brands on digital product management practices, strategy, technology, and execution of strategic initiatives. Examples include:
- Managed tooling modernization and migration for Priceline.com software engineering team transforming their GitOps / DevOps practice off Harness to an ArgoCD / Codefresh platform + other tooling (2023)
- Facilitated DevOps workshop along with Toptal experts for Volvo North America's Connected Car software team to establishing a baseline for more modern, efficient DevOps practices at Volvo (2023)
- Spearheaded redesign and rebuild of Gatorade.com with PepsiCo's D2C eCommerce division, driving redesign and expansion for Gatorade.com. and many other, PepsiCo owned D2C brand sites (2021)
- Crafted comprehensive Enterprise API strategy, driving AirDNA to generate $500K in short term revenue and $10MM+ growth by 2nd year; expanded D2C and B2B offerings to drive ongoing growth (2021)
- Led transformative DevOps implementation and AI/ML app development for Anthem Healthcare and achieved over $150MM cost savings through effective use cases and productivity enhancements (2020)
- Drove 28% audience growth for SDxCentral, a software-defined technology media publication startup, and transformed audience development, monetization, and product management practices (2018)
- Amplified transaction revenue growth exceeding $10MM for ClickBank, the biggest affiliate marketing and e-commerce platform through strategic innovation, product, and PM process guidance (2013)
- Led implementation of an enterprise-wide Content Management System (CMS) install for The Denver Post and corporate parent, MediaNews Group. Yielded operational efficiency gains of over 30% (2010)
- Established $8MM scalable interactive practice for brand and design agency Genesis, Inc. (2010)

Accruent | Austin, TX (Remote)
Head of Product Management – Platform, Data & AI | December 2021 – February 2023
Modernized and integrated diverse portfolio of 30+ industrial applications leading product management for platform, data, common components, and AI/ML teams at this SaaS/Enterprise systems provider
- Pioneered visionary roadmap for data platform, AI/ML, integrations and common components generating $25MM in new ARR through groundbreaking AI/ML powered, insights-based data products
- Led and nurtured development of high-caliber team of 5 top-tier product management professionals at varying career levels. Unified efforts of siloed product teams propelling platform and portfolio success across product, UI/UX and engineering organization of 1000+

Redeam Inc. | Boulder, CO
Vice President of Product Management & UI/UX | May 2019 – August 2020
Built and led high-performing team of 4 Product and UI professionals to drive scalable, mature product practices across API (Core), Web, & Mobile applications at disruptive channel management travel tech startup
- Pioneered game-changing, platform-agnostic channel management solution, revolutionizing tours, activities, and attractions sector by maturing API, Web and mobile apps for B2B and B2C audiences
- Led integrations with industry giants (Google, Disney, Groupon, Expedia, C-Trip, Viator, + many more), driving 8x ARR growth, ops streamlining, expanded resale opportunities, and 3x-4x gross margin boost
- Managed delivery of timed ticket support, email and self-service UI initiatives to capture significant market segment (~60%) of non-API connectable operators and channel partners, driving 10x strategic growth

DHI Group Inc. (Dice.com) | Denver, CO
Director of Product Management - B2C, Managed Services & Mobile | June 2018 – May 2019
Drove innovation and product leadership to enhance consumer engagement for $155M technical recruiting platform. Led team of 4 PMs in functionality, engagement, and data improvements on web and mobile

- Guided game-changing SEO initiative, fueling exceptional 180%+ growth in organic traffic and enhancing Dice's search engine visibility to page 1 results for 90% of our top 100 target keywords.
- Delivered innovative mobile app capabilities and platform releases resulting in an 18% surge in Dice mobile engagement and 125% boost in eFinancialCareers' Monthly Active Users (MAU) in FY '19
- Led packaging of professional services offerings for recruiters and employers adding $22M in ARR

Olive Software, Inc. | Aurora, CO
VP of Product Management & Marketing | March 2014 – February 2018
Rebuilt Product Management & Marketing and drove strategic development of unique capabilities & programs that included digital content enrichment, CMS integrations, programmatic advertising, and distribution programs.

- Delivered 22%-28% YoY gains in overall revenue (new & incremental) throughout FY 2014 – 2018
- Increased prospect engagement by 150% through development and launch of demand generation programs, market automation for lead nurturing and high SEO visibility via robust content marketing.
- Led the creation and implementation of advertising technologies and multiple revenue programs that yielded $150MM in revenue for Olive's publishing partners & 10%-14% revenue gains for Olive Software

MediaNews Group / Digital First Media | Denver, CO
Director of Digital Product Management, News & Niche | April 2011 – August 2013
Led strategic, data driven efforts to reshape product offerings & operational processes of the 3rd largest US newspaper chain of 75 daily & 300+ weekly / niche publications. Managed team of 7 high performing Product, Project and UI/UX professionals

- Streamlined operations on multiple large-scale programs, products & projects, yielding 33% decrease in expenditures & **increasing revenue over $30M year over year** between FY 2011 & FY 2013.
- Guided the team through the UI & UX redesign, ad analysis, & technology implementation programs that **increased web traffic by 23% & reader engagement by 25%**
- Defined & spearheaded the implementation of DFM's Media Center & UGC strategies across DFM's footprint that successfully engaged users, **increasing site usage to 20+ pages per visit & 10+ min. time on site.**

Additional Experience

edX & 2U | Product Management Bootcamp Instructor | January 2023 – February 2024

<bqn.io>, LLC | Co-Founder, VP of Product & Driver Engagement | February 2021 – December 2022

Weyerhaeuser | Principal Software Product Manager | December 2008 – December 2009

Quark Software | Product Manager / Sr. Technical Product Analyst | March 2004 – November 2008

DexMedia LLP / QwestDex | Project Manager / Sr. Product Specialist | February 2002 – March 2004

BestHalf.com & Service Corp. International | Director, Technology | August 1999 – November 2001

Volunteer Experience

Central Park Master Community Association | President of the Board & Delegate | January 2016 – Present

Park Creek Metropolitan District | Board Member | January 2022 – Present

Education & Certifications

Education

Master of Applied Science - Computer Information Systems
University of Denver | Denver, CO

Bachelor of Science - Psychology,
Colorado State University | Fort Collins, CO

Certifications

Graduate Certificate of Advanced Study - Web Design & Development Technology
University of Denver | Denver, CO

Certified Product Manager
Association of International Product Managers and Marketers (AIPMM)

GitOps Fundamentals Certification
The Argo Foundation

Project Management Certification,
Mindavation Inc.

Core Competencies & Technical Proficiencies

Product Management, Strategy, Leadership, Go-To-Market, Project/Program Management, Road Mapping, Risk Management, Performance Metrics, Publishing Technologies, Audience Development, Change Management, User Experience, Customer Experience, Demand Generation, Product Led Growth, Agile, Scrum, Kanban, Software as a Service (SaaS), Data Strategy, AI/ML Product Development, SQL, SEO, E-Commerce, SDLC, Marketing Tech, iOS/Android App Development, Enterprise Software, API Development & Management, Big Data, AI Prompt Engineering, Mobile Web, UI/UX Design & Development, Cloud Computing (AWS, GCP, Azure), Content Management Systems (CMS), Digital Transformation, Advertising Tech, Travel Tech, DevOps, GitOps, Marketing