

Andrew K Bartlett

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

Product Management Leader, Strategy Consultant, and Fractional CPO 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, AI/ML, innovation, engineering, operations, and marketing.

Professional Experience

Bartlett Innovation Group, inc. ([BIG, Inc.](#)) | Denver, CO

Founder/CEO + Product, Strategy, Innovation & Execution Consultant | December 2009 – Present

Digital product leader and fractional CPO coaching organizations from startups to global brands on digital product management, innovation, strategy, operations, and execution of strategic initiatives. Examples include:

- Led referral, gifting and content strategies + implementation at eCommerce innovator ButcherBox (2024)
- Implemented STEM SmartLabs + advised educators on configs for Creative Learning Systems (2024)
- Conducted market research for unattended convenience retail provider for growth opportunities (2024)
- 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 with Toptal experts for Volvo North America's Connected Car teams (2023)
- Spearheaded redesign and rebuild of Gatorade.com with PepsiCo's D2C eCommerce division (2021)
- Crafted comprehensive Enterprise API strategy for AirDNA generating \$600K in short term revenue and \$10MM+ growth by 2nd year. Expanded B2C and B2B offerings to drive organic growth & retention (2021)
- Program Managed cloud transformation strategic initiative around Self Service tooling, DevOps, Security and AI/ML app development for Anthem Healthcare. Achieved over \$150MM cost savings through effective use cases and over \$50MM in increased productivity enhancements (2020)
- Improved transaction revenue growth exceeding \$10m for affiliate marketing and eCommerce platform ClickBank through strategic innovation, product management, 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

Led integration of diverse portfolio of 20+ industrial SaaS applications leading product management for platform, integrations, partnerships, data, and AI/ML teams at this SaaS/Enterprise systems provider

- Pioneered vision, strategy & roadmap for data platform, AI/ML, integrations platform, developer program and common components generating \$25MM+ in new ARR and 18%+ improved developer productivity.
- Unified efforts of siloed product teams driving platform & portfolio growth across organization of 1000+
- Led and nurtured development of high-caliber team of 5 top-tier product management and partnerships development professionals at varying career levels.

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 strategy & practices across API, Web, & Mobile applications at disruptive channel management travel tech startup

- Pioneered game-changing, platform-agnostic channel management strategy & solution, revolutionizing tours, activities & 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 NLP and AI/ML powered timed ticket support, email parsing and self-service UI initiatives to capture significant market segment of non-API connected operators and channel partners (~60% of TAM), driving 10x 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 AI/ML powered content enrichment, partner integrations, 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 d.b.a. 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 media and publishing chain of 75 daily & 300+ weekly / niche digital publications. Managed team of 7 high performing Product, Project and UI/UX professionals

- Streamlined operations on multiple large-scale programs, products, partnerships & projects, yielding **31% decrease expense & increasing revenue over \$30M year over year** across FY 2011, 2012 & 2013.
- Guided the team through the UI & UX redesign, advertising 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** and **\$12mm in increased advertising revenue**.

Additional Experience

2U / EdX, Denver, CO | Product Management Bootcamp Instructor | January 2023 – February 2024

BQN.IO, LLC, Denver, CO | Co-Founder + VP-Product & Driver Engagement | February 2021 – December 2022

Weyerhaeuser, Denver, CO | Principal Software Product Manager | December 2008 – December 2009

Quark Software, Denver, CO | Product Manager / Sr. Tech Product Analyst | March 2004 – November 2008

DexMedia / QwestDex, Aurora, CO | Project Manager / Sr. Product Specialist | February 2002 – March 2004

BestHalf.com/Service Corp. International, Houston, TX | Director, Tech. | 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 Technology

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, Program Management, Product Marketing, Road Mapping, Risk Management, Project Management, Analytics, Performance Metrics, Publishing Technologies, Advertising Technologies, Media, Audience Development, Change Management, Cross-Functional Management, User Experience, Customer Experience, Demand Generation, Product Led Growth, Agile, Scrum, Kanban, LEAN, 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/ML, Deep Learning, Prompt Engineering, Mobile Web, UI/UX Design & Development, Business Strategies, Product Strategy, Cloud Computing (AWS, GCP, Azure), Content Management Systems (CMS), Digital Transformation, Innovation, Business Transformation, Advertising Tech, Travel Tech, DevOps, GitOps, Marketing, Monetization, P&L, Customer Experience, Change Management, Team Leadership, Stakeholder Management, Communications,