

# Scott Witsoe

**Technical Product Manager that is deeply committed to delivering high quality products and building high performing teams. Utilizing my passion for leadership, management, and software engineering to drive cross-team collaboration for successful outcomes.**

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## EXPERIENCE

### BACKBONE PLM

Backbone is a next generation PLM solution that helps consumer goods companies manage complex design and product development processes from anywhere, on any device.

#### Technical Product Manager // September 2019 - June 2020

Responsible for the product planning and execution throughout the Product Life Cycle, including: gathering and prioritizing product and customer requirements, defining the product vision, and working closely with engineering, sales, marketing and support to ensure revenue and customer satisfaction goals are met.

- Led various scrum ceremonies for the Design and Engineering departments
- Helped revise the SDLC with more thorough adaptation of scrum, including story pointing, scope of work, user stories, and demos
- Contributed to various product discovery phases helping define scope of new feature development and enhancements across stakeholders
- Created a full UX app audit project, as well as led the team on executing and iterating the process with the goal of creating more data-driven decision making for the organization
- Established processes to improve interdepartmental communication between Engineering, Design, Sales, Marketing, and Customer Success
- Managed Jira boards, created and curated Confluence pages to increase communication and resource management across departments

### TECHTONIC

Techtonic is the premier partner for developing onshore, product-driven software. We've also developed a unique method to simultaneously close the talent gap that exists within technology, by tapping into a new and highly diverse workforce. This combination of development services mixed with talent generation allows us to provide value for our clients at any stage and every level of the Software Development lifecycle.

#### Apprentice Product Manager // June 2019 - September 2019

Worked with Product Managers and the delivery team to streamline the client experience from start to finish.

- Participated and helped lead various scrum ceremonies
- Engaged in product discovery phase to define product vision and MVP scope
- Conducted research, created user stories and use cases
- Facilitated communication with development, clients, sales, marketing
- Jira board and sprint management

#### Apprentice Software Developer // March 2019 - May 2019

Worked with Senior Software Engineers and the engineering team to deliver project deliverables and team presentations.

- Successfully completed the classroom portion of the apprenticeship
- Deepened knowledge of Javascript, HTML, CSS, MongoDB, wireframing, and software development lifecycle through assignments and exams
- Assigned the role of team captain for the final capstone project, responsible for leading members to realize product vision and MVP
- Facilitated team communication with diverse group of team members possessing varied skill sets and backgrounds

## SKILLS

### CONCEPTUAL > BEGINNER

AngularJS | API | Express |  
Firebase | Heroku | jQuery |  
JavaScript | Materialize |  
MongoDB | MVC Architecture |  
MySQL | Node.js | npm | React |  
Redux | Sequelize | Trello | QA/QC  
| OTT | WordPress | CDN | AWS |  
UAT | Regression Testing | Black  
Box Testing | SEO | Google  
Analytics | Facebook Ads/Pixel |  
UTM | Kanban | PowerShell |  
Python | Product Management |  
C# | Python | Blockchain |  
Netsuite

### BEGINNER > INTERMEDIATE

HTML | CSS | Bootstrap |  
Javascript | Project Management |  
UI/UX | Scientific Methodology |  
Marketing | Social Media |  
German Language | Agile |  
Functional Testing | Git | Scrum |  
Heap Analytics | Kanban |  
Salesforce

### INTERMEDIATE > ADVANCED

Jira | Confluence | Adobe  
Illustrator | Photo Editing | Graphic  
Design | Teamwork | Operations |  
Marketing | Product Development  
| Legal Compliance | Fermentation  
Science | BJCP | Beer Styles and  
History | TTB Compliance | LED  
Compliance

## EDUCATION

### Techtonic Academy

- Software Development
- Product Management

## EXPERIENCE (continued)

### CTECH SOLUTIONS

Outsourced business technology services offering AWS Infrastructure Migration and Management, Data Protection and Life Cycle Management Services, and Cloud Email Migrations.

#### Web Developer // January 2019 - March 2019

Responsible for multi-client website management, development, and internal process management.

- Basic script writing and testing in PowerShell
- Web administration with WordPress, HTML, CSS, Javascript, and Node.js
- Ticket management with clients for website updates
- Onsite implementation of IT solution management including networking and PowerShell applications
- Establishing GitHub source management in a startup environment

### JAYBIRD GROUP

Jaybird group is a custom software and development company that delivers innovative solutions, system integration, cutting-edge design and web/mobile development throughout North America & Europe.

#### Project Manager // October 2018 - January 2019

Project management responsibilities included the coordination and completion of projects on time within budget and within scope. Oversee all aspects of projects, set deadlines, assign responsibilities and monitor and summarize progress of projects. Prepared reports for upper management regarding status of project.

- Responsible for helping manage cross-functional project teams
- Coordinated production with developers, designers, and clients
- Project work; OTT media, FCC compliance, social media, Wordpress, NOC, and web analytics
- Collaborated with internal and external teams on wireframing and UI/UX
- Functional testing, UAT, blackbox testing, and regression testing
- Developed strategy for Facebook Ad campaigns, measure efficacy with Google and Facebook analytics

### WIT'S END BREWING COMPANY

Artisanal Denver brewery fueled by dreams and inspired by the limitless potential of craft beer. Featured in 5280 Magazine, Bronze World Cup Medal, and three-time Great American Beer Festival medals.

#### Founder and CEO // March 2011 - September 2018

Inspired through passion, perseverance, and the love for beer, created a beer legacy known world wide.

- Built and sustained a successful local brewery that resulted in two gold Great American Beer Festival Medals and one bronze World Beer Cup Medal
- Managed social media marketing efforts, graphic design, and projects
- Designed and developed the company website with a Weebly back-end

## EDUCATION (continued)

### University of Denver

- Full Stack Web Development Certificate

### University of Washington

- B.S. Psychology
- Minor in Anthropology