Dan Holley

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SUMMARY

Accomplished Product Leader with 15 years of experience in building high-velocity SaaS products and spearheading product strategy for high-growth companies. Proven success in leveraging customer feedback and market intelligence to drive revenue growth. Adept at cross-functional collaboration, team leadership, and delivering exceptional customer solutions.

WORK EXPERIENCE

Builtfirst   San Francisco, CA Remote
Product Advisor   *Jan 2021 - Present*

- Provided strategic guidance and advisement to the Co-founder of Builtfirst, overseeing all Product and Go-To-Market GTM functions
- Contributed to a 103% increase in Builtfirst's annual revenue through strategic product initiatives and entering new industries
- Ensured clear communication and business objective alignment between the product development team and key stakeholders at Builtfirst
- Aligned product development priorities with Builtfirst's long-term business objectives, offering valuable strategic guidance
- Developed effective mitigation plans for potential product strategy risks, contributing to the success of projects at Builtfirst
- Provided valuable input on product features and user experience, elevating product usability to exceed customer expectations

Cottontail Bow & Co.   Andover, MA
Chief Operating Ocer   *Feb 2018 - Present*

- Successfully developed and scaled the business, resulting in a sale in November 2023
- Instrumental in driving Cottontail Bow & Co. to achieve $500,000 in gross sales through the Shopify platform, expanding its reach to the US, Canada, Germany, and Vietnam
- Serving as a mentor to the new business owner and contributing to the ongoing growth of the business
- Managed the planning and execution of monthly product and collection launches, analyzed post-launch purchases using Google Analytics and Shopify, maintained inventory, fulfilled orders, updated website content and products on Shopify, and managed Email and SMS Marketing efforts

Privy   Boston, MA Remote
Director of Product   *Oct 2021 - Jan 2024*

- Drove product strategy and delivery for 15,000 paying customers, contributing to Privy's $11M in annual revenue
- Led a team of 3 Product Managers and 1 Product Designer, overseeing growth, messaging, and platform improvements for Privy
- Led Privy's transformation from a 'best-in-class' pop-up solution to an 'all-in-one' e-commerce marketing platform, resulting in increased monthly trials and revenue alongside reduced churn
- Collaborated across functions to align and execute critical product initiatives with Engineering, Marketing, Sales, Customer Success, and Customer Support teams
- Engaged with customers weekly to insightfully shape 6 new features and enhance numerous existing features
- Utilized Looker and Holistics to establish dashboards for analyzing feature adoption and churn trends, driving enhanced customer retention strategies

Drift   Boston, MA Remote
Senior Lead Product Manager   *May 2018 - Oct 2021*

- Led the successful launch of 18 new products and enhanced 7 existing products, driving Drift's growth to a $1B business through insights gathered from ICP customers
- Managed a team of 3 Product Managers across key areas of the Drift platform, including Integrations, User Administration, Reporting and Analytics, Playbooks, CRM, and Email
- Developed the product strategy for Drift's Lead Expansion group, expanding the lead capture use case beyond chat to include Conversational Email and Forms
- Established strategic partnerships with Salesforce, Adobe, Clearbit, Demandbase, and 6Sense, resulting in the accelerated and fortified market position of Drift in the Enterprise
- Applied Product Management best practices, frameworks, and training for new Product Managers, leading to enhanced operational excellence
- Partnered with the Design and Research teams to conduct ongoing customer usability tests, driving continuous improvement in the core Drift product experience

LogMeIn (Grasshopper)   Boston, MA
Staff Product Manager   *Feb 2017 - May 2018*

- Led the development of new key features, including Electron-based desktop apps, WiFi calling, MMS support, and in-app notifications, increasing user retention by 20% and addressing customer pain points
- Identified communication challenges faced by small business owners and recommended expanding Grasshopper's services to include unified multi-channel communications, customer lifecycle management, and auto-text replies to missed calls, resulting in a 15% increase in customer satisfaction and expanded market reach
- Streamlined the sign-up and onboarding experience, reducing time to value by 25%
- Achieved a 7% increase in bookings growth, surpassing the annual goal of $57M and reaching $61M through the implementation of the above-mentioned projects
- Led the development of a strategy to integrate join.me and Grasshopper into a unified product and brand, paving the way for LogMeIn's entry into the Unified Communication and Collaboration (UCC) market and enhancing its market positioning

LogMeIn (join.me)   Boston, MA
Senior Product Manager   *May 2014 - Feb 2017*

- Contributed to join.me Enterprise's exponential growth by executing the product vision and strategy, leading to an impressive annual bookings increase from $20k to over $17.5M
- Launched 9 impactful new product features, such as toll-free dial-in options, 'call me' functionality, and centralized meeting management, contributing to a remarkable growth in join.me Enterprise revenue
- Optimized product performance to elevate customer satisfaction scores for meeting hosts and participants, mitigating frustration associated with online meetings

EF Education First   Cambridge, MA
Product Owner   *Mar 2011 - May 2014*

- Oversaw the digital transformation of EF Education First's manual tour feedback program, streamlining the tour rating and feedback process and enhancing customer experience
- Managed the procurement and deployment of tablets, SIM cards, and mobile device management software, enabling the seamless rollout of the new tour rating and feedback program across North America, Europe, and Asia
- Performed extensive field testing in Europe to validate assumptions and refine the digitized tour rating and feedback process
- Collaborated with business stakeholders, developers, and designers to define project scope, goals, and deliverables, ensuring alignment with organizational objectives

CorrectNet, Inc. (acquired by CoreOne Technologies)   Hauppauge, NY
Business Analyst   *Sep 2009 - Mar 2011*

- Led the design and implementation of fund reporting portals for top asset management firms, resulting in improved data accessibility and streamlined reporting processes
- Enhanced project efficiency and client satisfaction by documenting and refining client's business requirements

- Streamlined development processes and improved product quality by providing client requirements insights to Engineering, Development, and Quality Assurance teams
- Advised clients on new platform capabilities, driving a 30% increase in end-user satisfaction and engagement

EDUCATION

Stonehill College

Bachelor of Science of Business Administration, Major: Finance; Minor: Computer Information Systems

Sep 2005 - May 2009

SKILLS

• Trello	• Airtable	• Zapier
• Excel / Google Sheets	• Miro	• Figma
• Appcues	• Fullstory	• Looker / Holistics / Tableau
• Confluence	• Google Suite	• Jira
• Slack	• Salesforce	• Loom / Drift Video