

---

## SELECTED ACCOMPLISHMENTS:

- 8+ years full-cycle product development experience including data analysis to create an informed market and development strategy, product portfolio strategy, development of all product documentation/PRDs, and coordination of engineering team for on-time iteration releases.
- 5+ years product developing experience consumer-facing mobile applications on both Android and iOS platforms
- 4+ years ecommerce experience including platform development and data-driven optimization of product/platform/marketing/conversion strategies
- Designed and implemented Perforce's first automated licensing and evaluation solution attributed with an increase of over \$100K in revenue in 6 months
- Re-focused a fragmented product to a successful pilot launch and a turn around to the company's first paid hospital client – concentrating on a mobile-first strategy.
- Identified by Associate Dean of the College of Medicine to develop, build, implement and manage first revenue generating web-based education program. Collaborated with Donald Dizney Eminent Scholar and Distinguished Professor Mark S. Gold, M.D.
- PMI-ACP Agile Certified Practitioner; Google Analytics; Google Tag Manager; Jira; Confluence; Aha!; Trello; Microsoft Certified Solutions Developer; SQL; familiarity with Java, Ruby, Python, C#, and VB.NET; Salesforce reporting and case management;

## EMPLOYMENT HISTORY:

**Perforce Software**, Alameda, CA

August 2015 – Present

### Product Manager

Full life-cycle Product Manager for all Helix desktop clients and the non-developer workflow. Specializing in facilitating leads through the marketing/sales funnel. Through extensive market research and customer engagement was able to re-align stale enterprise-grade client applications to modern workflows and design. Perforce Helix is an enterprise-grade versioning engine with clients such as Samsung, EA Games, Qualcomm, NVIDIA, Apple and Intel.

- Launched the company's first automated licensing and evaluation solution (Helix Quick Start) for the Helix product suite
  - Improved lead conversion ratio within marketing pipeline; founding contributor to customer loyalty marketing efforts
- Increase of over \$100K in revenue in 6 months with the development of the Helix Quick Start evaluation product
- Lead discovery research to reinvent the integration and api strategy for Perforce's core products
- Subject matter expert of non-developer workflows to guide company's horizontal growth strategy
- Lead product design and UX for the visual desktop client adoption of distributed version control, enhancing workflow paradigms of an out-dated CVCS client to modern-day workflow capabilities
- Responsible for defining and implementing company-wide usage data collection across all products

**Product Manager**

Healthcare startup. Full life-cycle Product Manager for I'M HOME! web and mobile platforms - a new SaaS product that targets transitional care and designed to help prevent avoidable hospital re-admissions by providing a comprehensive ecosystem of secure care coordination and communication.

- Worked in tandem with Senior management to define sales and marketing strategies on assessment data from competitive landscape and organizational resources
  - Worked closely with pilot and prospective customers (B2B) to define core product needs for launch readiness
  - Drove mobile (Android and iOS) and web product development/iteration plans towards a more Agile methodology while monitoring bugs and enhancement opportunities to ensure a smooth transition
  - Lead product development through metrics and data driven research, monitoring industry trends, competitor data, and market data
  - Developed a data feedback loop through usability studies and analysis of user analytics to identify product enhancement opportunities as well as modifications to strategic vision
  - Defined product documentation with user stories, personas, product roadmaps, action schemas, PRDs, release notes and user documentation
  - Developed product training and implementation guidelines for both internal staff as well as client-side interaction
  - Directed staff of up to 8 designers, developers, QA and researchers
- Re-focused I'M HOME! product strategy and development to attain a successful product launch and matriculate to the company's first paid hospital client.

**Independent Consultant (Product Management experience)**

Consultant to Board-Certified Physicians ranging from planning of business operations for new pediatric offices, hiring/talent acquisition, credentialing and contracting providers, establishing office and billing procedures to meet State regulatory compliance guidelines. Software and small business startup consulting services including incorporation and development of business operation plans, development and implementation of market strategy and full cycle development of software solutions for select clients.

EMR experience: eClinicalworks, Athena Health, E-MDs, Cerner, NextGen, Health Fusion, Practice Fusion, Meditab IMS, PrognoCIS, American Medical Software, Medisoft, Medware, AllScripts

Lead Product Manager

Online SEO school project utilizing interactive multimedia teaching methodologies.

Heavy concentration on video content delivery, coupled with backend usage analytics to guide students through different program tracks.

- Coordinated development of UI/UX, back end services and API integrations, along with project management of developing instructional videos, encoding and development of learning modules/activities that drove quantifiable increases in

user engagement and retention

- Drove product direction to include a full Android and iOS product strategy
- Organized various stakeholders and modified the brand strategy to facilitate integration of a future mobile platform
- Launched education program 4 months early, in base-level form to initial clients so we could increase user testing and include actual users on the feedback loop of improvements/backlog items

KleptoPens.com

July 2012 - Dec 2012

Product Manager / Market Strategy

A marketing startup company looking to bring continuity between online and street-level marketing plans. Utilizing innovative and fun methods to draw recipients of promotional items, was able to show an increase in qualified leads for clients.

- Developed business plan, including brand plan, marketing plan, go-to-market strategy and initial budgets for investor relations
- Developed and sourced branding designs, sales materials and customer acquisition strategy
- Developed initial product roadmap and first iteration product documentation (PRDs, roadmap and design documentation)

TrafficLawFirm.com, Orlando, FL

Sept 2010 - Sept 2012

Lead Product Manager

Central Florida law firm specializing in online traffic law programs, including DUI, parking and red light camera violations. New marketing strategy hinged on a strong online presence.

- Utilized usage and user feedback data along with agile development methodologies to rebuild website to include more interactive components to improve user engagement
- Developed and executed iOS and Android applications that will later become the primary market strategy
- Developed back end administrative panel with advanced analytics on user engagement to align with marketing department's needs
- Brought fragmented product stakeholders together (large legal office with many partners) to one product owner voice
- Used 'spike methodologies' to explore various other business opportunities within the existing business charter - adapted only a few due to regulatory guidelines and laws

**University of Florida, College of Medicine, Gainesville, FL**

April 2001 – May 2005

**Product Manager, Course Developer**

Promoted from TA to Lead in 1 semester then identified by Associate Dean to develop, build, implement and manage first revenue generating web-based education program for University of Florida, College of Medicine, including courses by Donald Disney Eminent Scholar and Distinguished Professor Mark S. Gold, M.D.

- Full cycle product management for multiple on-going web-based programs (undergraduate, graduate, and continuing education) including planning, business operations development, course material development, implementation and daily operation of courses
- Synergized development efforts among multiple stakeholders including the Vice President of Academic Affairs, financial aid, and the Provost office
- Interfaced with the State Governor's office and conducted research regarding the potential for licensing the web based addiction program to state certified counselors
- Hired and managed an instructional designer, programmer, 2 MD/PhD students, and up to 12 student TA's
- Utilized lean and agile development methods, along with focus groups, to develop course materials (video lecture, reading, interactive web pages), grading system, and web-based registration system with backend database and reporting
- Registration for online courses increased from 120 students per semester to 700+ students within 2 semesters

#### **SIDE PROJECT:**

Founded and operated my own restaurant in Gainesville, Füs Restaurant April 2005-2007. Created a unique tapas-style dining and entertainment experience by utilizing the indoor restaurant space of an existing rooftop nightclub. Financial break even after 7 months in business.

#### **CERTIFICATIONS:**

- PMI-ACP Agile Certified Practitioner
- Microsoft Certified Solutions Developer (.NET)

#### **PATENT:**

Allinson, David, principle. 2014. Post Procedure Care and Wellness Management. Application 14542345, filed November 14, 2014. Further details pending.

#### **EDUCATION:**

Master of Liberal Arts, Information Management Systems  
Harvard University  
Expected Graduation: Fall 2018

MBA  
Hough Graduate School of Business  
University of Florida, Gainesville, FL  
Graduated 2006

Bachelor of Science  
Microbiology and Cellular Science  
University of Florida, Gainesville, FL  
Graduated 2001