# Marks Lee

*Senior Product Manager – Workforce Optimization*

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| **Profile**  Results-driven Product Manager with 13 years of experience in SaaS environments, specializing in HR technology, workforce management, and data-driven product innovation. Proven track record of leading product development lifecycles from concept to launch, aligning cross-functional teams, and delivering measurable user and business outcomes. Expertise in agile methodologies, KPI-driven decision making, and customer-centric design. Adept at transforming complex user needs into scalable product solutions, consistently improving adoption, retention, and operational efficiency. Passionate about creating tools that simplify working life, improve productivity, and empower small businesses. Currently seeking to leverage extensive experience in a mission-driven environment like Swipeclock to shape the next generation of workforce solutions.  **Skills**  Product Management, Data & Analytics, Technical Tools, Domain Expertise, Leadership & Collaboration, Soft Skills, Certifications  **Languages**  English — Native  Spanish — Professional Proficiency  **Awards**  Product Innovator of the Year | 2020-01-01  TimelyHire Annual Leadership Awards  Recognized as “Product Innovator of the Year” at TimelyHire Annual Leadership Awards (2020).  **Certifications**  Certified Scrum Product Owner (CSPO) | 2016-01-01  Scrum Alliance  Pragmatic Institute Certification (PMC™) | 2018-01-01  Pragmatic Institute  Google Analytics Individual Qualification (GAIQ) | 2020-01-01  Google  **Interests**  Hiking: Hiking in the Wasatch Range  Technology: open-source product tooling, data visualization  Community: coaching youth debate teams  Sustainability: sustainable commuting (bicycle enthusiast) | **Experience**  **Senior Product Manager – Workforce Optimization at TimelyHire Systems**  01 Apr 2019 – Present  Lead product strategy for scheduling and time tracking solutions serving 32,000+ small business clients and 850,000+ users. Manage a team of three junior product managers and collaborate with engineering, UX, sales, and customer success to deliver high-impact features.   * Doubled user adoption of shift-swapping feature through behavioral data analysis and iterative A/B testing, resulting in 42% increase in engagement among hourly workers (2022–2023). * Spearheaded integration with QuickBooks Payroll, reducing manual data entry for 18,000+ businesses and saving an average of 3.2 hours per payroll cycle. * Redesigned the mobile time clock interface based on heatmaps and usability tests, reducing time-in errors by 67% and improving NPS by 22 points. * Championed development of AI-driven schedule forecasting tool, cutting labor overstaffing by 19% across beta clients.   **Product Manager – Time & Attendance at TimelyHire Systems**  01 Jun 2015 – 01 Apr 2019  Promoted after delivering first major cross-platform release ahead of schedule. Owned core time tracking features across web and mobile platforms.   * Launched geofencing and facial recognition time clock options, reducing buddy punching by 74% and improving audit compliance. * Introduced tiered feature access model aligned with customer segmentation, increasing upsell conversion by 31% within 12 months. * Led migration from legacy ticketing system to Jira/Confluence, improving product team velocity by 40%.   **Product Owner & UX Liaison at WorkFlow Dynamics**  01 Mar 2012 – 01 May 2015  First product-focused role after transition from business analysis. Acted as bridge between development team and client-facing departments.   * Delivered 14 sprint releases for workforce scheduling module using Scrum, achieving 94% on-time delivery rate. * Collaborated with UX designers to overhaul the employee dashboard, reducing average task completion time by 48%. * Authored over 300 user stories and ran 12 customer validation workshops annually.   **Business Analyst – HR Technology Suite at WorkFlow Dynamics**  01 Aug 2010 – 01 Feb 2012  Initial role supporting product and operations teams with data collection, requirements documentation, and QA testing.   * Automated weekly client usage reports using SQL and Excel macros, saving 16 hours per week for support team. * Identified recurring compliance pain points through customer interviews, leading to development of automated overtime alerts.   **Education & Training**  **MBA, Technology & Innovation Management**  University of Utah, David Eccles School of Business  – 01 May 2014  **Bachelor of Science, Industrial Psychology**  Brigham Young University  – 01 May 2008  **Projects**  **Notable Achievements**   * Drove $2.3M in ARR growth over three years by launching and optimizing premium-tier workforce scheduling features. * Reduced customer churn by 14% in 2021 through proactive feature improvements based on cohort analysis and support ticket trends. * Led company-wide adoption of outcome-based roadmaps, shifting focus from output to measurable KPIs across all product teams. * Mentored 5 product analysts who transitioned into product management roles, 3 of whom are now PMs. * Delivered a 30% increase in customer satisfaction for the mobile app (from 3.2 to 4.1/5) through UX modernization and performance optimization.   **References**  Available upon request. |