

Chip Boyd

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Overview

I am a pragmatic, passionate Product Manager who focuses on delivering high-impact features that solve real market problems. My background in UI/UX enables me to create products that are not only functional, but a pleasure to use. My proven ability to drive large, complex products from concept to delivery and my leadership on a product team set me apart.

Experience

Aptify, Product Manager Jun 14 – Present

- Responsible for strategic product direction, product roadmaps, and release plans for portfolio of products including AMS/CRM, eBusiness platform, and mobile applications
- Led feature development from ideation to launch through wireframes, functional prototypes, feature requirements, use cases, and acceptance criteria
- Conducted win/loss analysis, market research and competitive analysis to align strategic direction and prioritize high-impact releases
- Engaged in extensive client and prospect interaction, product presentations, and research groups
- Major projects include UI/UX overhaul for core AMS product, refactor of eCommerce platform, and integrations with key 3rd party applications
- Partnered with sales, marketing, and training to promote the product, provide expertise, and participated in demo's and consultations

Matrix Group Intl, Product/Project Manager Aug 12 – Jun 14

- Brewmaster for MatrixMaxx SaaS AMS Platform
- Developed roadmaps and feature specifications from market needs and client requirements
- Managed team of seven, including developers, designers, and testers
- Used behavior metrics and analytics to drive product prioritization

Society for Technical Communication, IT/Web Manager Nov 10 – Aug 12

- Developed and managed website supporting Education, Membership, and Publishing
- Administrator for Moodle LMS, iMIS 15, Joomla!

American Council on Renewable Energy, Webmaster Apr 09 – Nov 10

- Developed websites rapidly to support new and changing initiatives

Ferrari Maserati of Washington, IT Manager Apr 06 – Jan 09

- System administration, web development, hardware/software purchasing and support

Start Ups

Chronicles: The Game, Co-Founder Aug 15 - Present

Tabletop miniature game that combines great on-table play with an immersive online campaign and RPG.

Torrent of Fire, Founder

Jan 13 - Present

SaaS Web Application for managing live-gaming tournaments with real time data reporting and analytics, coupled with written and video content creation.

Education

Pragmatic Marketing, Chicago, IL

Aug 14

Level 3 Certified Pragmatic Marketer

Rensselaer Polytechnic Institute, Troy, NY

Sep 01 – May 05

Bachelor of Science in Electronic Media, Arts, and Communication

Skills

Design: Balsamiq, Photoshop, Illustrator, Napkins

Languages: HTML, CSS, SQL, some Python

Management: JIRA, Confluence, Slack, Trello