

Perri Bronson | Product Management

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Objectives: Innovate with cross-functional teams to solve problems at the intersection of business, technology and design. Deliver products that delight customers while sustaining growth and revenue.

Area of Expertise

Identifying Market Needs

Prototyping

Developing and Releasing Products

Reporting Performance

Public Speaking & Communication

Methods

Research, qualitative and quantitative analysis, user/hypothesis tests, use cases/user stories, personas, and empathy maps

Diagram, sketch, wireframe, storyboard design/strategy workshops and build clickable mockups

Build roadmaps and sprint/release plans, UAT, product announcements, trainings, optimize iterations using data, feedback and A/B testing

Identify, measure and report on KPIs through qualitative and quantitative data collection and analysis

Execute compelling presentations, whiteboard sessions, demonstrations and workshops for internal/external peers and leadership

Experience

LOCALYTICS | Solutions Engineer | June 2016 - Present

- Position analytics and engagement features/APIs to facilitate implementation, adoption and new use cases
- Report and drive mobile KPIs based on app usage, conversion data, A/B testing and engagement tactics
- Solve for user needs, usability pitfalls and product gaps for product and engineering internally

DIGITAL FOUNDRY | Consultant and Scrum Master | November 2015 - June 2016

- Directly influenced digital features for a luxury automobile company which are widely used by consumers today
- Managed software development lifecycle for multiple, large scale web and mobile projects simultaneously

TIVIX INC. | Project Manager | December 2012 - August 2015

- Built and launched web and mobile apps, core to dozens of companies across a range of verticals
- Planned, scoped and budgeted all phases of software development including requirement analysis, system design, specification, user experience design, testing and implementation
- Re-located to Europe for 1 year to lead efforts in company expansion and develop new partnerships

YARDESELLR | Customer Support and Community Manager | December 2011 - November 2012

- Directly managed peer-to-peer e-commerce customers, community channels and fraudulent activity

Technical Skills

Frontend - HTML/CSS/Bootstrap

Analytics - Localytics, Google Analytics

SQL - Snowflake, BI Tools

Backend - Django

Education and Credentials

Scrum Master Certification, Scrum Alliance, 2015 | Product

Management, General Assembly, 2014 | Web Design, Stanford

Continuing Studies, 2011 | Sociology, Bachelor's of Arts, Cum Laude,

San Francisco State University, 2010