

## Nathan James

### Chief Product Officer

I am an intensely driven and passionate product leader and out-of-the-box thinker. My specialty lies in identifying market gaps and strategic opportunities to create disproportionate value for software development and fintech companies. I achieve this through my unique ground-floor experience with design, engineering, and process development. I have translated this experience into a senior executive & board level management and communication style that focuses on data-driven results and forward-thinking strategy.

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### Current Leadership Role

<b>17</b> Years of SaaS Software Expertise.	<b>\$260M</b> Shared P&L Responsibility.	<b>\$6.4B</b> In annual Payments Volume.	<b>257%</b> Coss-sell ratio growth with integration of 53 products.
<b>2X</b> Organic growth rate increase via pricing strategy development.	<b>40</b> Active Products managed across the portfolio.	<b>30</b> FTEs on my product management team.	<b>4</b> Continent resource strategy includes US, Ireland, Mexico, & India.

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### Signature Competencies

- Board Management
- Strategic Planning
- Portfolio Management
- M&A Sourcing
- Product Management
- Payment Acquiring Programs
- Card Issuing Programs
- Accounting Software
- Globalized Staffing Strategy
- Pricing Strategy
- Process Engineering
- AI & ML Strategy
- Fintech Monetization
- Customer / Market Research
- UI/UX Design
- Technical Expertise
- Solution Architecture
- Technical Specifications

## Professional Experience

### SVP, Product Management

Jan 2023 - Present

#### Ministry Brands

- SVP / Head of Product for a private equity portfolio company of saas, payments, and background check software.
- Board reporting responsibilities for portfolio strategy, roadmaps, prioritization matrix, and revenue impact.
- Responsible for 6.4 billion in payment volume, 2 million in annual background checks, and 95,000 customers.
- Developed and executed a consolidation and re-platforming strategy to grow product cross-sell ratio by 257%.
- Developed portfolio-wide, ground-up pricing strategy to 2x the annual organic growth of a \$260 million business.
- Personally designed and built a team to execute an AI strategy to deliver first of its kind products to market.
- Managed a global team with twelve US offices. Established a product development center in Ireland, and executed a near-shoring and off-shoring strategy with the migration of US talent to Latin America and India.
- Responsible for M&A and partnership sourcing followed by integration strategy.
- Managed post-acquisition / pre-integration companies as functional GM for a six-month normalization period.
- Established corporate growth strategy with a clear strategic theme, distilled into unified and measurable company objectives and coordinated through an OKR framework.

### VP, Product Management

Mar 2022 - Jan 2023

#### Ministry Brands

- Managed a portfolio of 40 Saas and desktop applications and 52 native mobile apps.
- Established and recruited a product management team of 30, including Product Managers, Product Owners, UI/UX Designers, and Product Operations.
- Designed a product management process based on the Scaled Agile Framework to accommodate a high EBITA business with minimal overhead.
- Created an end-to-end value estimation and tracking system to help quantify product development's impact on revenue.
- Built a commercialization team to bridge the gap between development and product marketing through organizational coordination.
- Dotted line management to 150 Developers in R&D.

### VP, Product Management

Sep 2021 - Mar 2022

#### FLEETCOR / Corpay

- VP of product management for a growth division of a global S&P 500 Company.
- Led product efforts that resulted in 35% growth of the core product suite in 6 months.
- Designed the 3 year vision of the product portfolio for US and Denmark, with expansion strategy for the rest of Europe.
- Designed and implemented new payment systems including FX (Foreign Exchange), Open Banking integrations for Europe, and same day ACH for US.
- Coordinated the implementation of AI, machine learning, and neural networks into our OCR invoice scanning software which decreased processing time by 25%.
- Developed an accounting system integration strategy that cut implementation time by 95%.
- Led the product team and instituted program management processes to move the team from reactionary to quarterly-based OKRs.
- Transitioned eight development teams from a resource pool strategy into an organized scrum and scaled agile structure.

## Director of Product Management

Feb 2021 - Aug 2021

### Instant Financial

- Led the product division of a growth stage fintech startup that processed over 1 billion dollars YOY with 125,000 active customers.
- Grew revenue by 25% in 6 months through new features that opened up cross-selling opportunities for existing customer base.
- Built product management team and process for 5 direct reports including 3 Product Managers, 1 UX designer, and 1 Data Analyst.
- Reinvented reconciliation strategy to decrease accounting manpower by 83% while increasing coverage by 700%.
- Reconstructed integration strategy to slash client onboarding time from 3 months to 1 week representing a 92% improvement in time-to-revenue.
- Developed a new platform strategy with 2 new P&L categories and defined key growth metrics to monitor growth.
- Sat on the executive leadership team defining product strategy, roadmaps, and revenue opportunities.

## Portfolio Manager of Software

Jan 2019 - Jan 2021

### ACS Technologies

- Invented a capacity tracking system to monitor and rate all projects in R&D for 150 FTEs.
- Spearheaded initiative to increase productivity of development teams resulting in a 12% increase in R&D capacity from 2019-2020.
- Rebuilt project selection and requirements process to release dozens of new features resulting in a 22% increase in customer acquisition over 18 months.
- Recruited, interacted, and managed key customer relationships as part of ongoing generative research and usability testing efforts.
- Negotiated, on-boarded, and managed new outsourced development contracts worth 5 million.
- Developed the plan and led the roll out of the Scaled Agile Framework & the OKR goal setting framework.

## Sr. Product Owner

Apr 2018 - Jan 2019

### ACS Technologies

- Led 5 development teams to build new features and systems targeted at expanding our product offering.
- Re-architected our core product to convert our enterprise SaaS application into a platform of SaaS applications that can be managed individually or as a whole.
- Designed a complex data replication and migration strategy to allow data sharing across sharded instances of our product.
- Led the guiding coalition of customers in a data sharing initiative to create a viable variation of our product for a niche market segment.
- Created detailed plans and proposals for implementing new products. Including: AI driven facial recognition systems, dynamic UI delivery, behavioral analytics, and video streaming.

## Product Manager

Dec 2014 - Apr 2018

### NIC Inc. / Tyler Technologies

- Took over a project to build an online system for the SC Secretary of State. Re-did a year's worth of work, and still led a team of 18 to deliver the largest business filing system in the United States on the original timeline. The application won the International IACA Merit Award for best digital system in 2018.
- Invented a comprehensive system to identify property tax fraud at 46 county assessor's offices. Personally worked with dozens of assessors to define scope, and set pricing.
- Created detailed plans and proposals for implementing new products, including a nationwide automated geolocated license plate database, a chat bot using Microsoft LUIS for natural language processing, optical character recognition form submissions, and AR tours of the state house.
- Taught myself Python and Django, then built a proprietary project management system that tracked all active projects and resources for the SC division of NIC inc.

## Founder

Jun 2011 - Dec 2014

### The Para Marketing Company

- Co-founded a marketing technology startup valued at 3 million after 3 years.
- Recruited, hired, and trained 25 employees.
- Developed a product line of 40 unique services, secured vendor contracts, established pricing, and designed the operational processes for each.
- Built a native IOS sales proposal app that cut the sales cycle by 50%.
- Built an online self service marketing system with the hopes of securing investment to scale our operation into a nationwide decentralized marketing company.

## Product manager

Jun 2010 - Jun 2011

### Jarden

- Functional Product Manager for multiple international consumer goods product lines
- Designed 8 product lines for Walmart, Lowe's, Home Depot, and Best Buy.
- Increased sales from 19 to 25 Million in 1 year.
- Invented, and was included in the patent for, the pre-wound lawn trimmer spool.

## Web Development & Graphic Design

Jul 2008 - Jun 2011

### Various Non-Profit organizations

- Built dozens of websites.
- Designed branding & marketing material.
- Implemented CRM systems.

## QA Engineer

Jul 2006 - Jun 2008

### ESP Group

- Worked as a contractor for DOD and DOHS testing secure internet portals.
- Helped transition the company from manual testing to automation testing.
- Tested all new features for functionality and security.

## Security System Technician

Jan 2004 - Jul 2006

### Mitchel & Wade asso.

- I installed and tested security technology systems in government buildings and banks.

## Education

### Statistics

2022

University of Pittsburgh

### SPC 4.5

2019

SAFe (Scaled Agile Framework)

### Bachelor of Science - Interdisciplinary Studies / Business

2006 - 2009 / 2015

Liberty University