

Shannon Sieber.

10x Product Leader anchored in UX & Customer Advocacy

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Summary

I am seeking a director-level role with an opportunity to foster, mentor and lead a Product/Design team. I am a driven empathetic, customer-centric professional with 19 years of building products with proven expertise in:

- Product Management
- User Experience
- Mobile first
- SaaS
- FinTech
- MedTech
- Network Security
- Telecom/Service Provider
- MDM
- B2B and B2C



I am a Silicon Valley native, transplanted to San Diego and I thrive in startup environments, tackling new challenges. I enjoy disrupting “business as usual” and adventuring “outside the box” to evolve products and services.

I provide end to end execution from vision to launch. As a salesperson in hiding, I successfully engage with all stakeholders, including customers, boards, executive leadership and partnering with engineering, sales, and marketing. My mission lies in the betterment of humanity, and I am in search of work that makes a positive impact – big or small.

Experience

ADT | Boca Raton, FL Product Manager

2021-current

Joined a Product Engineering team focused on developing ADT’s next generation security platform and mobile experience in partnership with Google.

- Strategized planning of collaborative Google solution, feature sets, ROI and timelines.
- Created a corporate cross functional workstream.
- Led corporate wide inter-team workstream focused on ideation, research, and customer testing.
- Directed mobile app UI design concepts.
- Collaborated with Google regarding deployment on Google Hub and Hub Max.
- Wrote product requirements for mobile products – iOS and Android and web.
- Directed Engineering efforts through Agile methodologies.
- Designed billing feature sets in mobile app that would reduce customer support calls resulting in a corporate savings of \$671k annually.

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Hubbl | Escondido, CA Senior Product Manager

2019-2021

Initially a marketplace store, there was interest in potential expansion opportunities. Covid-inspired a remote delivery service with a non-touch locker-based delivery system. Developed overall offering and direction as to available technologies that supported potential business strategies.

- Architected a multi-faceted solution encompassing locker hardware and a mobile storefront.
- Oversaw the SWAT analysis of the concepted solution, resulting in an anticipated \$4.25B opportunity.
- Led team's overall strategy exploration and design thinking workshop.
- Initiated RFIs and conducted interviews for development partners - search and selection.
- Selected, budgeted, and managed overseas software development team.
- Negotiated and secured pricing for \$2.5M in hardware components, including firmware updates, technical support, and API expansion.

Medimpact | San Diego, CA Product & UX Consultant

2018

Medimpact had launched a pharmacogenomics trial tapping into the \$6B market. Was selected specifically for the combination background of both Product Management and User Experience – with the intent of turning the beta program into a potential product offering.

- Enlisted pharmaceutical experts to aid in data set translations from beta one.
- Directed competitive analysis on other offerings coming to market.
- Engaged with executive staff to assess current beta one results and errors.
- Led design thinking workshop to plan for a second beta.
- Provided execution plan for a second beta with a budget under \$500k.

Bigfoot Biomedical | Milpitas, CA Principal Product Designer

2016-2017

Tackling a \$2B Diabetes market landscape, the initial solutions heavily focused on needs specific to T1D, by creating an artificial pancreas – this included algorithms, hardware and mobile software. Initially brought in as a Principal UX Designer, the role quickly evolved into a Strategic Product Management.

- Led design thinking workshops to capture the user types and use models the solution needed to address.
- Conducted nationwide qualitative user studies (151 participants) to assess the variability of the use patterns.
- Managed an 18-month road map for the mobile software and developed a corresponding backlog in JIRA from which to run to Lean Agile sprints for engineering teams.
- Hosted company-wide design review sessions for hardware, packaging, UI, portal, and education.
- Patented 4 unique user interface patterns, for both hardware and mobile software.
- Launched education arm of product offering, leading clinical advisors for content direction, graphic designers for artwork, educators for direction, resulting in executive staff approvals.
- Partnered with development team and UX team to ensure feature/functionality met requirements.
- Participated in the development conversion from Lean Agile to the SAFe development methodologies.
- Prepared documentation for Pivotal FDA trial.

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Asurion | San Mateo, CA

2015

Creative Director (transitional)

The R&D satellite office required a “working culture” reboot to better innovate for the telecoms. Served as a transitional director to realign development teams to Agile models, in preparation to reengage with corporate HQ.

- Introduced design thinking workshops and methodologies cross organizationally.
- Converted Engineering teams from waterfall to Lean Agile.
- Created a team of 7 UX professionals to support the work of 4 engineering teams.
- Led cross-functional development efforts to drive new optimizations leading to increased NPS, for Verizon and AT&T concurrently.

Good Technology (Blackberry) | Sunnyvale, CA

2014-2015

Product/User Experience Director

With the NextGen evolution of the flagship product suite in progress, was hired to oversee both the execution of executive directives as well as the customer delivery efforts.

- Led 5 globally distributed development teams – China, Norway, Singapore, San Diego, Sunnyvale
- Founded “UX Agile” – a system wherein UX integrates into the same sprinting model as engineering, in JIRA.
- Managed 3 User Experience design teams supporting the Agile development teams.
- Created and maintained the annual roadmaps and quarterly JIRA backlogs for 3 products/6apps.
- Hosted customer visits and review cycles as well as analyzing annual feature requests.
- Conducted quantitative user experience studies on new navigation techniques.
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innoPath – Creative Director

2010-2013

- Directed a team of 4 cross functionally covering Marketing/Brand, UI Design, Go To Market and Product Management
- Designed and Deployed Android Call Center tablet solution for Carriers and Service Providers.
- Tested tablet solution on site with Vodafone call center in Scotland

iPass – Sr. User Experience Designer

2009 - 2011

- Designed MDM interface for Telstra used for enterprise deployment on employee laptops
- Designed Flagship MDM platform to sell independent and carrier offerings

Cisco Systems – Product Manager

2004-2009

- Enterprise Portal for Sales Enablement.
- Data Design for Service Providers and Telecom.
- Manager of Web Tools implementing new technology solution internally.

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Education

CSPO Certificate – Scrum Alliance	2021
Udemy – Social Media Marketing Certificate	2017
Mission College, Santa Clara – Brand & Design	2006
Minolta – Sandler Selling System	2002
e-Learning Center - User Interface Design	2001
San Jose State University – Bachelor of Arts	1996