

KOLE HAINZ

PRODUCT MANAGEMENT PROFESSIONAL

RECENT EXPERIENCE

PRODUCT LINE MANAGER, YELLO

2018 - PRESENT

Yello is an enterprise talent acquisition software company providing recruiting tools for over 20% of the Fortune 500.

Define, prioritize and evangelize product initiatives and roadmaps to meet strategic business goals

Oversee product portfolio comprising over 75% of company's annual revenue

Guide technical product owners, product managers, engineers and product designers' execution against strategic initiatives

Collaborate with internal stakeholders and strategic customers to define release plans, go-to-market and ensure internal readiness

Assess viability of third-party partnerships to meet strategic initiatives + business goals

Helped set pricing strategy and reposition over a dozen disparate products into strategic packages to better respond to user needs, competitive landscape and revenue goals

Led major initiative to improve stability and performance of Yello's flagship app resulting in 19% faster load times and 99% crash-free session rate

PRODUCT EXPERIENCE MANAGER, INFOR

2016 - 2017

Infor is a multinational enterprise software company with over 90,000 corporate customers across all major industries.

Led product experience for two major product lines: Infor's retail store management suite and ecommerce engagement platform

Planned, prioritized and steered product roadmaps

Supervised team of product designers, project managers and business analysts

Implemented a dual-track Agile methodology across two multi-tenant SaaS solutions and five products on a two-month release train

Modernized team's collaboration tools, roles/responsibilities and research methods

PRODUCT + UX INSTRUCTOR, GENERAL ASSEMBLY

2014 - 2019

Instruct adult students looking to change careers or improve their knowledge of user experience, digital product development and product management

ADDITIONAL EXPERIENCE

SENIOR PRODUCT DESIGNER, DEVBRIDGE

2014 - 2015

PRODUCT DESIGN CONSULTANT, CLARITY CONSULTING

2012 - 2014

UX LEAD, DIGITAL AISLE

2010 - 2012

SITE + CASE STUDIES

kolehainz.com

COMPETENCIES

PRODUCT STRATEGY

Competitive analyses, opportunity canvas evaluations, stakeholder workshops + interviews, OKR + KPI definition, pricing strategy

ROADMAPPING + PRIORITIZATION

User story mapping, prioritization frameworks, stakeholder validation

PRODUCT DELIVERY

Story writing, requirement gathering, estimation facilitation, release planning, G2M + rollout planning

DESIGN

Object-oriented UX, user research, rapid prototyping, wireframing, user flows, task flows, usability testing

DEVELOPMENT

Front-end web stack, API planning, design system development + management, software architecture

REFERENCES

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