Logan DeBorde

Los Angeles, CA | Remote
562-794-0771
logan.deborde@gmail.com

Technical Product Manager - Edge Computing

Starbucks | 2022-2023 | *Remote - Contract*

- Orchestrated vendor selection for server hardware deployment to 10,000 retail locations to realize 20% cost savings and standardize installations
- Directed development of integrations from multiple teams into edge computing and containerization to decrease hosting costs by 30%
- Guided an agile team in transition from bare metal to Kubernetes through story management and design of 5 major edge software products
- Established documentation, roadmaps & JIRA projects from scratch for 2 developer-led projects with direct revenue impact for stores

Technical Product Manager - Content Management

Zwift | 2019-2022 | *Remote/Hybrid*

- Architected software for the execution of unique physical eSports experiences such as the Virtual Tour de France and Zwift Academy
- Overhauled the tools to manage and report on over 2 million digital events and assets that exceeded YoY growth targets every year
- Customized software tools and reported on the business impacts of a local and outsourced customer support organization to decrease costs 25%
- Supported documentation for support teams in Confluence and Kustomer to increase case resolution by 50% using AI Chat services
- Managed sprints, JIRA, Kanban boards, agile ceremonies and story/epic design for a scrum team responsible for 20% of subscriber growth
- Implemented LiveOps processes for day to day incident response of an MMO video game to remove 50% of overtime staffing requirements
- Developed the first roadmap for physical eSports events and met and exceeded our KPIs for revenue, broadcast and membership growth
- Created PRIDE ON!, an LGBTQ+ ERG and customer outreach group and helped launch company wide ERGs and DEIB initiatives

Content and Event Marketing

Orbea Bicycles | 2017-2019 | *Full Time Travel*

- Executed and planned a US marketing event calendar for over 50 yearly consumer demos and dealer events for 20% YoY sales growth
- Grew national social engagement for 100k new followers by creating grassroots photo and video content at US cycling destinations
- Planned 3 new product model releases including media management, travel/lodging and event logistics

Information Technology Manager

Richardson Bike Mart | 2016-2017 | *On-site*

- Managed IT infrastructure with a 2 person team for a multi-location retail chain for bicycles and sporting goods
- Overhauled POS Systems, inventory management, security and server Infrastructure in a Windows environment
- Coded custom integrations for mobile payments, digital receipts and data integration for both sales and service departments
- Built computer-based kiosk hardware from scratch for showcasing digital goods such as Zwift and digital bike fitting
- Pioneered digital signage in the local and national bicycle dealer market to decrease customer friction by integrating storewide signage into the service department for real-time statuses and lower handle time by 25% and advertising add on items at checkout to increase A.O.V. 10%

Product Manager - Information Systems

Shell Fuel Rewards/Excentus | 2012-2016 | *On-site*

- Engineered the first known customer facing kiosk in Shell Fuel Stations for loyalty account management and new card signups that was directly responsible for a 50% increase in new account signups in the first year
- Led the IS Scrum team to refactor all Salesforce Apex code for a Service Cloud instance and increase test coverage to 90% while supporting new projects and starting the conversion to Lightning based development
- Documented & overhauled solutions for a customer support organization supporting Shell Fuel Station users nationwide
- Designed the epics and stories for the first release of a cross-platform mobile app for managing Shell Fuel loyalty accounts and partner shopping offers
- Administered the CMS for a customer facing website servicing millions of active users
- Developed custom software tools for managing 5000+ unique hardware devices for legacy POS integration and internet connectivity

Skills

- Translating business requirements and technical language between all levels of business and development and into user stories
- Utilizing existing and custom sources of data to create custom documentation based on APIs, SQL, web scraping, and vlookups
- Using data to inform decisions from high-level roadmapping to individual sprint velocity and reporting on OKRs and KPIs
- Managing AV assets for implementation and development and editing as needed in Adobe Creative Cloud, NLEs or DAWs
- Documentation and issue communication for customer support teams and integrating data with ticketing systems
- UX and UI Mockups using both traditional design programs like Illustrator and modern tools like Figma and XD
- Creating custom interactive dashboards for reporting of metrics and data for all areas of the business in tools like Tableau and Sisense
- Automation of tasks where repetition is cost-prohibitive or has a high risk of error and implementing the associated custom tools
- Utilizing a background in IT and personal software development to inform decisions around technology needs and communication

Education   Sinclair Community College | Visual Communications | 2010