

# A. Scott Henry

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Proven Agile Product Manager with over 15 years of experience building successful products across lifecycle stages and sharing some laughs while doing it

## SUMMARY

- Shepherded a virtual event product through 10x growth during COVID-19.
- Pitched and drove the transition of data integration and analytics products from ancillary offerings to primary platform value proposition.
- Grew email marketing product revenue over 1,000%.
- Led the ideation and successful launch of a 0->1 social event product to a highly disrupted post-pandemic marketplace.

## PROFESSIONAL EXPERIENCE

ON24, Inc. - San Francisco, CA

### Senior Director, Product Management

April 2013 – July 2023

- Owned day-to-day responsibilities for virtual event product while also overseeing data integrations and analytics offerings.
- Successfully pitched CEO on the transition to a data value prop for core product offerings resulting in new revenue streams and significantly enhanced competitive advantage.
- Led the creation of new API endpoints and expansion of data integration points focused on MAPs, CRMs, BI tools, and IPaaS vendors.
- Drove API-first development initiative to ensure data from user-facing applications was available for 3<sup>rd</sup> party consumption.
- Worked with Data Science team to identify AI opportunities for delivering customer insight data.
- Steered the virtual event product through astronomical growth during Covid-19 and the subsequent post-Covid-19 retrenchment. Activities included: enhancing sales processes to accommodate growth in demand, repositioning of virtual event offerings to better align with other ON24 products to take full advantage of the Covid-19 business opportunity, balanced the explosive growth of enhancement requests from new customers with the scalability needs of a platform undergoing unprecedented utilization.
- Managed the extension of virtual event product into new TAM - Learning & Development.
- Launched a new cloud native social event product on aggressive timeline targeted at the SMB market, including PRD development and MVP prioritization.
- Lead the evolution of products through the IPO process, including governance and compliance enhancements, privacy updates, faster (and more stable) release cycles, enhanced communication mechanisms for broader set of stakeholders.
- Advocated for development process enhancements.
- Performed typical front-line PM duties, including customer feedback management, new feature prioritization, sprint capacity management, UX reviews with Design, technical reviews with Engineering, user stories, release notes and documentation.

### Director, Product Management

March 2008 – April 2013

- Agile Product Owner for two separate products: an email marketing offering and a complex virtual event application.
- Grew top-line email marketing revenue over 1,000% while maintaining staffing levels during two-year involvement.
- Quickly identified and remediated deliverability as major challenge for email marketing success.

- Architected and implemented new email delivery system resulting in significantly increased deliverability of emails, including mail server tuning, email format design for returning tracking data, database creation for tracking and analyzing deliverability metrics, extensive A/B testing, segmentation, and personalization.
- Advocated for and lead the transition of the virtual event application user and admin interfaces from Flex to HTML5. Partnered extensively with UX team to enhance user experience and workflows at same time as framework update.
- Managed the rollout of a virtual event mobile experience.
- Delivered demos and roadmap presentations on sales calls for new opportunities and quarterly business reviews with strategic accounts.
- Acted as subject matter expert for internal partners including Sales, Sales Engineering, Customer Success, and Operations.
- Performed day-to-day product manager duties, including feedback loop management for customers and internal stakeholders, maintenance of rolling 12-month roadmap, backlog grooming and prioritization, new feature research and requirement gathering, writing detailed user stories, daily stand-up meetings, daily design review meetings with UX team.

### **Senior Account Manager**

February 2006 – March 2008

- Successfully managed the delivery of webcasting products and services for strategic, high-touch, life sciences accounts resulting in double-digit YoY revenue growth.
- Built strong relationships with client stakeholders that consistently resulted in referenceable accounts for Sales and Marketing.
- Monitored customer health metrics and performance indicators, and developed targeted initiatives to drive improvement, maximize net dollar retention and minimize churn.
- Partnered internally and within customer organizations to facilitate adherence to all legal, medical and regulatory requirements specific to life science engagements.
- Hired, coached and developed direct reports.

### **Merrill Lynch & Co. – New York, NY**

#### **Contractor, Program Management - Information Security & Privacy**

- Project managed worldwide rollout of Global Patch Management Program and integration of Quest Software Enterprise Directory Manager (EDM) into Active Directory services.
- Successfully steered EDM project from critical status with internal auditors to removal from audit watch list due to milestone achievement.
- Developed and managed project plans in coordination with responsible departments throughout Merrill Lynch globally.
- Created EDM training materials and provided training to user groups throughout Merrill Lynch.

### **AboveNet, Inc. (formerly SiteSmith) – New York, NY**

#### **Director, Site Operations**

- P&L responsibility for east coast managed services operations totaling \$9 million in annualized revenue.
- Led team (5 direct reports with 26 indirect reports) through acquisition by MetroMedia Fiber Network, Inc.
- Developed and managed annual budgets as well as quarterly and annual operational initiatives.
- Worked with Product Management to identify and develop new products and refine existing product lines.
- Reviewed/approved deal pricing and contracts.

## **ADDITIONAL EXPERIENCE**

**U.S. Army - Fort Carson, CO**

## **Ammunition Specialist**

- Enlisted in U.S. Army to self-fund undergraduate education. Received Outstanding Soldier Award for best soldier in basic training. Awarded the Army Commendation Medal, two Army Achievement Medals and numerous citations.

## **SKILLS**

- Vision Articulation; Product Strategy, Planning and Execution; Product Requirements Document (PRD); Minimum Viable Product (MVP) Definition; Go-to-Market (GTM) Cadences; Product Launches
- Roadmap Creation / Management; Backlog Grooming; Feature Prioritization; User Story Creation
- Oral and Written Communication; Presenting; Cross-Functional Collaboration; Internal Partnering with Sales, Engineering, UX Design; Product Marketing, Customer Success, Support, Operations and Leadership
- Data-Driven Decision Making; Nimble Thinking; Attention-to-Detail Bordering on Obsession; Continuous Process Improvements

## **EDUCATION**

B.A. in Philosophy with pre-med concentration

The University of Connecticut

Graduated Magna Cum Laude

Elected to Phi Beta Kappa

Founded Students for Environmental Responsibility

## **HOBBIES AND INTERESTS**

- Endurance sports junkie who has completed multiple marathons and triathlons. Currently training for an Ironman 70.3.
- Avid woodworker and builder
- Youth soccer coach