

Anthony Austin

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Senior Product Management

SUMMARY

- Entrepreneurial, hands-on software product leader with 10+ years of experience scaling product organizations and driving business transformation at fast-growing startups and PE-backed ventures.
- Known for building value from the ground up, across both products and the culture.
- Translates complex ideas into clear, compelling narratives that move stakeholders to action. Track record of building alignment across executive teams and driving outcomes through strong written and verbal communication.
- Skilled in defining product vision, strategy and roadmaps, embedding AI-driven capabilities, and translating complex workflows into intuitive, high-adoption user experiences.
- A design thinker, defines systematic customer empathy processes leading to improved end-to-end user experiences and customer efficiency.
- AI-forward practitioner, with hands-on experience vibe-coding and integrating LLM-based capabilities into products.

COMPETENCIES

- Customer-Centric Discovery; Design Thinking/ Jobs-to-be-done
- AI: Agentic Orchestration, RAG & Vibe-coding using Cursor, VS Code, Lovable.ai, Claude Code & Cowork, Open AI, Gemini, Tavily, OpenClaw
- Agile & Iterative Delivery
- GTM planning, product launches, Product Operations and sales enablement
- Cross-Functional Leadership & Collaboration
- Market & Competitive Analysis

EXPERIENCE

Director of Product Management, DSP Apps & User Experience

Nexxen Inc. – Programmatic Advertising Platform

Jan 2022 – Present

- Annual Revenue (2024): \$365.48 million; 10.09% growth

- Built high performing PM team, defined and articulated the Apps & UX Product Vision, Strategy, Objectives, and Tactics to build a world-class demand-side platform (DSP) from the ground up—driving the journey from initial concept through MVP development to successful go-to-market launch.
- Led a multi-year DSP platform UI and workflow redesign by integrating adaptive Vuetify UI components and automated user guidance systems. This transformation reduced campaign optimization time and elevated NPS scores by 17%. Embedded agentic AI capabilities directly into user workflows to enhance QA checking and troubleshooting efficiency.
- Established Design Thinking and Agile practices across three distributed teams of product managers, designers, and offshore developers through targeted training and hands-on enablement. Deployed modern AI vibecoding toolsets including Lovable.ai for rapid prototyping, Pendo for in-product surveys and analytics, user feedback groups, usability studies, and adoption/ engagement metrics tracking. Leveraged Jira, Coda, and Confluence to drive collaboration.
- Drove systematic product simplification through rigorous user journey analysis and workflow optimization techniques. Streamlined platform navigation to eliminate redundant interactions and improve task completion efficiency while preserving essential contextual relevance throughout the user experience.

Lead Product Manager, Platform Globalization, Product Analytics & UX

Plex Systems - Manufacturing ERP

Dec 2016 – Jan 2022

- Company sold for \$2.2B, with valuation increasing 30x during tenure—reflecting exceptional growth and market positioning.
- Built and led a high-performing product team as a trusted partner to the CPO within this late-stage, private equity-backed startup. Recruited and coached a team of six exceptional product managers, UX designers, and analysts. Established comprehensive onboarding through Product and Design bootcamps, introducing team playbooks and modern tool stacks. Drove execution discipline through OKR-based management.
- Accelerated customer insight generation by 40% and reduced user feedback cycles from four weeks to one week within 12 months through extensive customer engagement and systematic research methodologies. Deployed Design Thinking, Jobs To Be Done, and Lean Startup frameworks alongside RICE prioritization, journey maps, personas, Customer & Product Advisory Boards, and iterative UX research. Also, leveraged NPS surveys,

Win/Loss analysis, and Gainsight PX Analytics to drive data-informed roadmap prioritization and strategic decision-making.

- Led platform-wide UX transformation directing the end-to-end redesign and standardization of 35 modules and 20,000 screens. Implemented a unified Design System and workflow guidelines that decreased average task completion times by 15% across the platform over a 12-month initiative. Deeply engaged cross-functionally in Planning, Release Management, Sales Enablement, Customer Success, and Go-To-Market execution. Drove platform globalization initiatives.
- Pioneered Industrial IoT (IIoT) product expansion by collaborating with cross-functional teams to launch 5 new modules within 10 months. Delivered measurable customer value through improved OEE (Overall Equipment Effectiveness), enhanced product quality and throughput, and reduced machine downtime. Enabled strategic expansion into new smart manufacturing verticals and geographic markets. Deeply immersed in defining the needs of top floor to shop floor workers.
- Catalyzed organizational transformation fostering a culture of customer empathy, experimentation, and data-driven decision-making with unified cross-team objectives. Maintained deep customer relationships through regular site visits & user testing, collaborated closely with sales teams, & represented the company at annual industry conferences.

Senior Product Manager, HCM

Plex Systems - Manufacturing ERP

Sep 2014 – Dec 2016

- Managed HCM product strategy and development within the Plex ERP platform, overseeing enhancements to core HRIS modules, ATS, Performance Management, and Time Tracking. Led cross-functional teams in implementing REST APIs, upgrades, and feature improvements to optimize system functionality and support enterprise HR operations.

Director & Principal, HCM Product Management

NetSuite | TribeHR – HR Platform

Dec 2012 – Sep 2014

- 500% revenue growth over 18 months at a high-growth self-service HCM startup, contributing to successful acquisition by NetSuite/Oracle.
- Directed product vision, strategy, and roadmap using market analysis, competitive intelligence, Design Thinking, and Agile methodologies. Aligned cross-functional teams to optimize customer Lifetime Value, conversion rates, and ARR.

- Redefined go-to-market strategy including product-market fit, targeted sectors, positioning, pricing strategy, and Product-Led Growth tactics. Implemented rigorous A/B testing to validate and optimize customer acquisition and retention.
- Built and led product, UX, and QA organizations from the ground up, establishing professional disciplines and growing a team of 10 direct reports.
- Owned end-to-end product development from target market definition through delivery. Led design-thinking problem and opportunity discovery, created personas, prioritized themes, epics, and user stories with clear success criteria. Drove build-partner-buy analysis and managed strategic partnership integrations.
- Integrated social engagement and gamification capabilities throughout the product experience.

Senior Product Manager, Strategy and Development

Canada Post Corporation Digital Group

Sept 2008- Dec 2012

- Conceptualized, business-cased, and launched a new self-service encrypted cloud storage and collaboration platform as Lead Product Manager within Canada Post's Digital Group. Navigated traditional stage-gate NPD frameworks to deliver a SaaS solution where confidential documents are securely delivered and retained indefinitely.
- Developed and launched epost mobile app that became the #2 most downloaded app in iTunes Canada.
- Led cross-functional product teams of over 20 designers, developers, business analysts, QA engineers, and Scrum Masters through full product lifecycle delivery.
- Pioneered Agile transformation at Canada Post, delivering over \$1M in measurable savings through improved development efficiency and velocity. Success of this initiative led to company-wide adoption—Agile is now the standard development methodology across the entire organization.
- Established an Innovation Lab for rapid Alpha and Beta prototyping using Agile development techniques. This new capability became a strategic asset for Canada Post and subsequently earned multiple company innovation awards.
- Promoted and recognized for exceptional performance, receiving the highest yearly personal performance rating four consecutive years.

EDUCATION

- MBA, Master of Business Administration (Distinction). Strategy, Statistical Methods • Warwick Business School, UK

- Bachelor of Energy Engineering & Computer Science (Honors), University of Leeds, UK

CERTIFICATIONS

- **AI Product Management Bootcamp (Maven/Google, In Progress 2026)**
- **Agentic AI Engineering Bootcamp (Maven/Google, In Progress 2026)**
- **AI Evals (Maven/Google, In Progress 2026)**
- Mastering Design Thinking Diploma (MIT) & UX Master Certification (Nielsen Norman)
- Certified Scrum Master & Product Owner
- Product Management, Requirements, Marketing & Launch (Pragmatic Marketing)