

Evan Queitsch, CSPO

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Accomplished B2B SaaS product leader with 7+ years of excellence in generating new product ideas, employing marketing strategies, leveraging Design Thinking concepts, & determining requirements, while finding opportunities to drive maximum revenue. Combined 20+ years of total IT experience with startups, mid-sized companies, & Fortune 500 companies across multiple industries.

Work Experience

ARCOS, Columbus, OH

Sr. Product Manager — 07/2021 - 12/2022

- Performed market research & customer interviews to validate product performance & gather new requirements for future iterations serving as the voice of the customer for a leading resource management product.
- Envisioned & promoted vision & strategy for top resource management product supporting over 100,000 users
- Generated access to over \$350M in TAM by designing, prioritizing, & managing product roadmap.
- Gained executive buy-in & cross organization collaboration on product goals & roadmaps by aligning product goals to corporate goals, providing bridge to other teams, & providing financial metrics to support decisions.
- Reduced TTM by 30% via Agile & Design Thinking methods, expediting requirement gathering, feature design, development, & release.
- Leveraged Jira, Confluence, Aha, & various other Product tools to manage roadmaps & backlogs
- Formulated & implemented product launches, while leveraging tools to improve overall efficiency of GTM operations.

Arora Technology Group, Chadds Ford, PA

Solutions Product/Program Manager — 06/2016 - 07/2021

- Developed plan & strategy to launch Arora Technology Group, including services & products for solution integration, application development, & solution deployment.
- Led, advised, & trained others in examining legal documentation for business partnerships, vendor contracts, & intellectual property filings.
- Brought two B2B SaaS products from concept to launch leveraging IoT, indoor positioning, APIs, & defining algorithms to support them.
- Acted as Voice of the Customer performing market research, value determination, & customer interviews.
- Reduced cost of cloud infrastructure by 60% by supervising cloud infrastructure implementation for SaaS product delivery & offering financial management.
- Acted as Scrum Master, Product Owner, Product Manager, & Program Manager while driving product strategy, defining product roadmap, gathering, & translating requirements, & executing product launches.
- Designed interfaces for leading work & custodial task management products to support over 10,000 users.

- Realized 50% reductions, expanded market reach & product value, & improved partnerships through solid collaboration with suppliers & partners & implementation of industry-standard best practices.
- Directed cross-functional team in employing Disciplined Agile & Design Thinking best practices & increased product development efficiency & decreasing time to market by 30%.
- Achieved 65% increased velocity by providing training to product owner teams to enhance narrative development, transparency, empowerment, & continuous improvement through defining & tracking success metrics.
- Earned over \$20M by acting as significant participant & leader in formulation & implementation of go-to-market plans & pricing model creation for work management & IoT enterprise solutions.
- Executed Jira Cloud, Confluence, & related Agile tools to promote adoption of Agile methodologies.
- Presented regular updates to executive leadership to gain buy-in & collaboration on product goals & roadmaps

Arora Engineers, Chadds Ford, PA

Director of Information Technology — 02/2016 - 10/2017

- Managed up to 5 direct reports
- Forged relationships with IT vendors, reducing hardware & software costs by 50%
- Directed the overhauls of the corporate network & server infrastructure reducing infrastructure costs by 60%
- Transformed the service desk operations by implementing ITIL best practices to support distributed offices & reduced MTtR by 35%

Senior Information Technology Specialist — 04/2014 - 02/2016

- Improved staff efficiency & work product quality by centralizing the storage of drawings & models
- Spearheaded the migration to Office 365 which reduced productivity software costs by 25% & enhanced user experience
- Instituted a new Help Desk ticketing platform which improved resolution times by 40%

Additional Work Experience

- **Katabat – Systems Administrator - 04/2012-04/2014**
- **TEKsystems/CSC/Insight Global - IT Project Consultant – 07/2009-07/2011**
- **Reynolds Packaging Group/Alcoa – Systems Administrator – 07/2007-07/2009**
- **Geek Squad/Best Buy – PC Technician – 04/2004-05/2007**
- **USMC – Network Administrator – 01/2000-01/2004**

Education

Strayer, Herndon, VA — **B.S. Information Technology, IT Project Management Concentration**,
12/2023

Certifications

Scrum Alliance — **Certified Scrum Product Owner**, 07/2020-12/2024

US Patent Award: Queitsch, E., System & Method for Asset Management Integration, 2021

Vista Partners: Product Management Accelerate, 2022

Pendo/mind the Product: Product Led Certified, 2023

Skills

- *Strategy & Visioning*
- *Market analysis & research*
- *Customer intelligence & outreach*
- *Competitive landscape analysis*
- *OKR and KPI development*
- *Cross-functional team coordination*
- *Portfolio product development*
- *Product financial management & value-based pricing*
- *People management*
- *Ideation & Discovery*
- *Requirements gathering & definition*
- *Roadmap development*
- *Launch & delivery planning*
- *Product lifecycle management*
- *Defining & measuring success*
- *Advanced technical & reporting skills*
- *A/B testing*
- *UX design*

Tools

- *Jira*
- *Aha!*
- *Confluence*
- *Product Plan*
- *Gainsight*
- *Pendo*
- *Survey Monkey*
- *Microsoft Office Suite*
- *Smartsheet*
- *Lucid*
- *Visio*
- *Miro*
- *Tableau*
- *Google Analytics*
- *Balsamiq*
- *Figma*
- *Slack*
- *Zoom*

Methodologies

- *Design Thinking*
- *Scrum*
- *Agile*
- *Disciplined Agile*
- *Lean*
- *Kanban*