




TONY PEACOCK

SaaS Application Expert | Product Management

Contact Info

-  727.641.0202
-  tony@tonypeacock.me
-  linkedin.com/in/peacock/

Profile

Solutions-focused, tech-minded Digital Innovation Strategist equipped with over 25 years of experience driving digital transformation programs and best-in-class software products. Poised to excel in a role combining strong technical knowledge and skillset with marketing acumen to provide solutions that will enable businesses to successfully deliver on initiatives, strategies and objectives.

Key Skills & Attributes

- Well-versed in software product experience including architecture, design, development, and digital marketing
- Utilizes Agile/Scrum and Lean methodologies to build and manage cloud-based software
- Visionary leader adept in leading globally dispersed teams to build and manage complex large-scale projects
- Expert relationship-builder with a strong ability to influence thinking, forge strategic alliances, and build broader, deeper connections with key decision makers and clients
- Leverages deep strategic insight and digital expertise, and harnesses the power of technology to stay ahead of the curve

Career History

Director of Product Development | COMMUNITY BRANDS

Aug 2016 – Present

- Served as interim Product Director/Scrum Master while maintaining full Development Manager duties
- Coordinate with various cross-functional team members from initial product concept through final product launch
- Lead/mentor a team of globally dispersed software engineers to ensure collaboration across design, engineering, and product
- Drive implementation of integration strategies and standards for multiple technology stacks
- Integrate with API team to replace outdated code, architecture and technical debt
- Expand application features through integration with internal and external SaaS platforms

Key Accomplishments

- Led migration of legacy applications to AWS cloud platform within aggressive timeline
- Increased product management efficiencies as provisional Product Director by developing product roadmap and implementing streamlined processes
- Drove project completion and established accurate capacity measurements as provisional Scrum Master
- Increased overall Search Engine Optimization (SEO) positioning for a multi-tenant Job Board platform

VP of Web Technology & Marketing | GCA TECHNOLOGY SERVICES

Jul 2014 – Apr 2016

- Managed technology and digital marketing teams and projects, including third-party vendors and contractors, using Agile/Scrum principles and lean methodologies to ensure delivery of objectives within project scope
- Led rebuild of learning management product including state-of-the-art feed management software to configure, consume, parse and process incoming data delivered in a multitude of data structures
- Fostered an environment of innovation through introduction of web-based collaboration tools, collaborative processes, and best practices across the enterprise
- Recruited global engineering talent and established a high-performing team by identifying the developmental needs of team members and coaching to improve knowledge and skills

Key Accomplishments

- Increased efficiency within project management team and across divisions through ongoing coaching and support around adoption of automated tools and processes
- Led and strategized digital marketing initiative increasing relevant targeted traffic and lead generation using microsites, SEO and advertising

Co-Founder / Consultant | DEALERSHIP TOOLS

Apr 2012 – Apr 2016

- Architected and built a multi-tenant boat dealership marketing platform with inventory management system integrated with third party directories
- Analyzed dealership performance and helped clients improve their sales and operational efficiency
- Provided technical vision for expanding the system into a full content management and marketing solution

Key Accomplishments

- Implemented a marketing strategy which increased web visibility and leads by 400% for a flagship client
- Drove business growth through networking and relationship management, ensuring client retention by establishing and maintaining trusted business relationships

Founder | PEACOCK STUDIOS

Aug 2007 – Jun 2014

- Envisioned and led build of franchised ecommerce platform and multiple shopping websites to expand digital presence for key client
- Managed the construction of several custom web and mobile applications for clients in a variety of industries
- Increased operational efficiency for multiple clients through build and implementation of custom web applications for managing business and data processes
- Led product development and project managers to ensure software architecture, scope, timelines and budgets were realized

Key Accomplishments

- Increased online sales from \$250,000 to \$10 million in five years through digital marketing of various microsites
- Improved brand awareness for variety of clients through strategic digital marketing efforts and social media campaigns, increasing subscriber base by more than 400% in some cases

Web Technology Manager | GCA TECHNOLOGY SERVICES

Jun 2006 – Jul 2009

- Led team that designed, developed, implemented, and maintained web sites and web-based applications, including the company Internet and Intranet sites
- Accountable for overall structure, functionality, security, and performance of Web sites and Web-based systems
- Oversaw full life-cycle development of system and software projects in an SOP-driven environment

Key Accomplishments

- Redesigned and constructed company website with ecommerce and search engine capabilities, doubling online traffic and sales within the first year
- Created separate services specific website that generated a lead within two weeks of launch which converted to company's largest client
- Led web-based automation project to reduce response time to leads by 50%

Web Technology Manager | CREATIVE BUSINESS SOLUTIONS

Jun 2002 – Jul 2006

- Established a rapid development workflow based on reusable code libraries
- Capitalized on emerging opportunities to position the business as top-of-class solutions provider

Key Accomplishments

- Designed and developed a large-scale property management platform powering hundreds of domains
- Built location specific microsites increasing sales 200% in one year

Proficiencies

Languages	HTML, CSS, JavaScript, ColdFusion, PHP, Node.js, JSON/XML
Infrastructure	AWS, Windows/IIS
Database	MS SQL, MySQL
SDLC (CI/CD)	Agile (Scrum, SAFe), Lean, Waterfall, SVN/Git
Compliance	Accessibility (WCAG/508), Data Privacy (GDPR), Ecommerce (PCI)

Education

Computer Science | ST. PETERSBURG COLLEGE

1998

Major studies focused on software programming and web development

Certifications

Scrum Master - License: 000288411 2013 | SCRUM ALLIANCE

Certified in agile project management methodologies using scrum principles

ITIL Foundation | ITSM ACADEMY

2006

Trained in practices for IT Service Management (ITSM) that focus on aligning IT services with the needs of business

Leadership

- Team Leadership
- Product Development
- Process Automation

Technology

- Programming
- Database Administration
- Software Architecture
- Project Management
- Infrastructure Administration
- Systems Automation
- Cloud Administration

Marketing

- Graphic Design & Branding
- Website Design
- SEF/SEO
- Email Marketing
- PPC Campaigns
- Social Marketing
- Content Marketing
- Marketing Automation