Nicholas Stone
TECHNICAL PRODUCT MANAGER | PROGRAM MANAGER | PRODUCT DEVELOPMENT

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From contributing to hardware for SpaceX, NASA, and GoogleX to leading software projects at Nike and Kroger, my 10-year journey as an entrepreneur and innovator reflects my passion for creating impactful products that solve real-world challenges.

SKILLS

TOOLS: Jira, Confluence, Figma, Excel, Mural, Google Analytics, Google Ads, META Pixel, Qualtrics, Smartsheet
SOFTWARE: AWS, Azure, Excel VBA, MongoDB, Express, React, NodeJS, JavaScript, HTML, CSS, Tailwind, Bootstrap
HARDWARE: Mechanical Analysis, 3D CAD Design & Prototyping (NX, Solidworks), Quality Management Process Optimization
CERTIFICATIONS: Product School - Product Manager (PMC), Coding Dojo - Full Stack Software Development Bootcamp

EXPERIENCE

Technical Product Manager Consultant | Cascade North Technologies   **Jul 2021 to Present**

- **Client: PRODUCT360** | *B2B Product Consulting Service-Application*   **Jan 2024 to Present**
  - Evaluated expansion feasibility into the MENA(T) region and crafted a **product strategy** with Mural focused on the fastest-growing vertical, optimizing for time to market, scalability, and ROI for a **$12.5MM TAM**.
- **Client: 84.51/Kroger** | *B2B SaaS Ad Tech Omni Channel Digital Marketing Platform*   **Jul 2022 to Jul 2023**
  - Led the **0-1 MVP development** of a modular platform for 84.51's Advertising DSP, granting the ability to customize content, distribution, and audience segmentation to support growth toward a **$360MM** opportunity
  - Standardized the **product discovery** process to focus on **agile** best practices with Atlassian tools, optimize development lifecycle, and set a clear strategy, facilitating a **2x** increase in engineering velocity
  - Directed the transition to **Azure Cloud** to improve load speed and built client-server **API integrations** across 12+ platform teams leveraging DevOps and CI/CD principles, saving **$1xx MM** annually
- **Client: Nike** | *B2C internal Retail Supply Chain Omni Channel Platform*   **Jul 2021 to Jul 2022**
  - Built and executed a **product roadmap** including the launch of an Order of Visibility Data (OVD) platform on **AWS Cloud** to automate a manual supply chain status search, saving over **$10MM** in annual overhead
  - Redesigned the **UI/UX** visualization of retail transit through the supply chain to reduce onboarding complexity and increase adoption rate, improving usability error rates by **+20%** after scaling across 8 international markets
  - Implemented order flow triggers to highlight operational inefficiencies, empowering departments to conduct **optimizations** to address supply chain concerns, resulting in an **27%** improvement in 2-day order fulfillment
- **Client: JSA Skincare**   **Jul 2021 to Jul 2022**
  - Built an **e-commerce** site to enable online bookings and add-on purchases for aesthetician services, laying the groundwork for scaling earnings to a **$1.5M ARR** business
  - Conducted an SEO audit, on-page optimization review, and keyword research to strategize and deliver on a **growth marketing roadmap**, ranking #1 locally on Google and accelerating organic growth by **25% YoY**
  - Conceptualized and executed a go-to-market strategy to boost lead generation by **+10%** through content creation, copywriting, and graphic design, culminating in campaign launches/management via paid social
  - Increased funnel conversions by **5x** through channel optimization and site enhancements based on **user insights**, prioritizing budget effectiveness by shifting focus to organic after obtaining sustainable growth
- **Client: Additive Jewelry**   **Jul 2021 to Jul 2022**
  - Identified and actioned on an unmet opportunity within the luxury goods space with the advent of 3D printing consumer products, tapping into a **$700MM** industry
  - Researched optimal 3D printers, commissioned a software supplier, and standardized the supply chain to **automate** custom CAD designs and SLA-printed wax models, reducing jewelry-design build timeline by **93%**
  - Led the go-to-market strategy by creating a sales pitch, reaching out to prospective B2B clients, and expanding clientele via product-led growth, contracting over **75 projects within 12 months**
- **Client: Pacific Gem**   **Jul 2021 to Jul 2022**
  - Built a website, featuring a B2B2C acquisition loop, to establish an online presence and to enable **lead generation** that would allow the target audience to inquire about precious commodities, increasing conversions by **3x**
  - Led overhead reduction by **50%** within 6 months through large-scale, cost-saving strategies after analyzing 20 years of P&L data, identifying excessive spending from financial models, and recommending solutions for leadership execution

Product Manager | Ascent Aerospace   **Jan 2021 to Jul 2021**
- Drove monetization and composed a **sales strategy** to define, price, and build hardware products required for Fortune 100 B2B aerospace companies, ensuring consistency in product offerings and branding for a **$15MM** annual budget
- Built a CRM dashboard to capture **leads and prospects** sorted by contract value and purchase intent; provided strategic direction and scaled across all account management departments, leading to **$1.25MM** in new monthly sales
- Reduced the **end-to-end** timeline from client quote request to delivery by 80% from constructing a platform tool that passes forth project duration, operational costs, and manufacturing inputs for each stage of the development process
- Generated and delivered on a **growth marketing roadmap** that includes new product release email outreach, social media lead generation, and aerospace B2B conference networking, increasing sales by **$250K YoY**

Founder | Lander Leash   **Aug 2019 to Jan 2021**
- Assessed the overall pet industry for growth trends, product demand, and target market as well as the competitive landscape to validate business viability of a **$10MM SOM**; patented and launched a 0-to-1 multifunctional pet accessory
- Patented and launched a 0-to-1 multi-functional pet accessory MVP after extensive **user testing**, prototyping, and design with a mission of getting animals outside more frequently for a healthier lifestyle
- Devised and executed a B2B2C **growth strategy** by establishing an e-commerce website, partnering with pet stores nationwide, and building out an Amazon FBA supply chain, garnering a **70x** sales volume within 6 months post-launch
- Grew conversion rate **2x** higher than industry average by retargeting leads with Facebook pixel, **analyzing user behavior** heat maps with Hotjar, and identifying target user personas with Google Analytics to resolve user pain points

Product Manager, Operations | Janicki Industries   **Mar 2014 to Aug 2019**
- Piloted the Spotify-model, pod structure to accelerate development velocity and formalized best practices for product development, laying the groundwork for scaling company-wide, increasing revenue by an estimated **$50MM**
- Orchestrated the **new product development** of an industry-disruptive tooling technology for multi-billion-dollar companies in the aeronautical space at a 60% cost reduction, saving **$20MM** annually across a dozen product lines
- Reduced costs by **$10.5MM** within the first 6 months after conducting a Lean Value Stream Mapping (VSM) exercise for a Department of Defense (DoD) program; identified bottlenecks, defined the strategy, and **optimized the workflow**

EDUCATION

Washington State University - B.S. Mechanical Engineering - Material Science & Mathematics Minors