

ADDISON DOBIAS

Senior Product Manager | Platform Strategy | Product Operations | SaaS

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PROFESSIONAL SUMMARY

Product and platform leader who turns fragmented service delivery into scalable digital systems. Defines platform strategy, prioritizes backlogs, translates customer and business needs into technical requirements, and guides cross-functional execution across Engineering, Design, Marketing, QA, and client teams. Known for reducing complexity and building reusable solutions that strengthen the connection between digital products and real-world customer experiences.

SELECTED PRODUCT IMPACT

- Helped evolve a website business representing \$1.87M+ ARR while establishing the strategy and operational foundation for a standardized platform intended to scale across the portfolio.
- Designed a shared modular website platform using a mono-repository architecture, replacing isolated client codebases with reusable components, centralized deployments, shared fixes, and scalable feature delivery.
- Successfully completed 100+ website implementation projects while managing more than 20 concurrent implementations at a time.
- Created 10+ AI-assisted workflows; a standardized content generation workflow was associated with a 0% failure rate in reaching final milestone and billing versus approximately 20% previously.

CORE CAPABILITIES

Product Strategy ▪ Platform Strategy ▪ Product Ownership ▪ Product Operations ▪ Roadmap & Backlog Prioritization ▪ Backlog Refinement ▪ Epics, User Stories & Acceptance Criteria ▪ Requirements Definition ▪ Delivery Readiness ▪ Stakeholder Management ▪ Cross-functional Leadership ▪ Documentation ▪ AI Workflows ▪ SaaS

PROFESSIONAL EXPERIENCE

Senior Digital Production Manager | Jan 2026 - Present

Daxko

- Lead platform strategy and backlog prioritization for Daxko's standardized website offering, aligning customer needs, business priorities, technical feasibility, and phased adoption in the absence of a dedicated Product team.
- Translate platform needs and recurring customer problems into epics and prioritized backlog tickets, defining requirements, dependencies, and acceptance criteria so features are clear, actionable, and delivery ready.
- Partner with Engineering and Design leaders to refine backlog items, resolve ambiguity, evaluate technical tradeoffs, and validate completed functionality against acceptance criteria before release.
- Guide a shared modular architecture and mono-repository that enables reusable components, centralized bug fixes and security updates, shared functionality, and continuous improvement across a growing set of websites.
- Own theme-conversion planning, implementation standards, and product-level documentation with Engineering and Design leaders, creating a reliable source of truth for capabilities, templates, and launch readiness.
- Develop SOPs and transition workflows for ReClique CORE-to-Daxko Operations migrations, mapping dependencies and redirects to reduce launch risk and improve cross-team coordination.
- Improve team operations through QA standards, backend-aligned documentation, AI-assisted workflows.

Digital Production Manager | Aug 2025 - Jan 2026

Daxko

- Led 15+ concurrent standardized website implementations and coordinated priorities, capacity, QA, and launch readiness across Development, Design, SEO, and client-facing teams.

- Identified recurring maintenance constraints created by decoupled client codebases and partnered with Engineering and Design to shape reusable component and centralized platform-management strategies.
- Established implementation patterns and a shared definition of standard versus custom functionality, helping reduce the expected theme-conversion timeline from approximately six months to two months.

Account / Project Manager | Sep 2023 - Aug 2025

Daxko

- Managed a portfolio responsible for approximately \$200K ARR and \$150K in one-time revenue, with accountability for scope, schedule, launch readiness, and customer experience.
- Led 100+ website implementations from onboarding through post-launch transition, supervising an average of 20+ concurrent clients.
- Managed three strategic enterprise relationships, approximately 30% of the strategic client base, translating business needs into requirements and coordinating complex or at-risk work.
- Built Asana templates, standardized timelines, Slickplan content workflows, SOPs, and reusable documentation that improved forecasting, visibility, and repeatability while saving hundreds of internal hours.
- Led Court Reservation Plugin V2 implementation with Club Automation, coordinating requirements, troubleshooting, QA, documentation, and rollout across Product, API, Development, Account Management, and client teams.

Product Marketing Director | Jun 2022 - Sep 2023

Waypointer Ventures

- Led product delivery, optimization, and go-to-market execution for two proprietary B2B and B2C customer-loyalty products.
- Implemented Agile workflows from concept through launch, created and prioritized backlog items, wrote user stories, and organized sprint work around business goals and user needs.
- Partnered with executives, stakeholders, investors, and development teams to align product decisions, capabilities, launch priorities, branding, and commercialization strategy.
- Launched both products within one year of development start and grew paid adoption to 2,600+ active users within the first six months.
- Achieved a 20%+ paid conversion rate and generated \$21K+ in sales while securing participation from 100+ businesses.
- Created multimedia onboarding and adoption resources, secured \$20K+ in promotional prizes, and supported business and customer activation across digital and in-person experiences.

Digital Content Advocate / Client & Project Manager | Jul 2019 - Jun 2022

Proclaim Advocates

- Created the company-wide Agile project framework, centralized backlog, and Notion workspace; led retrospectives, production planning, client relationships, and delivery across web, content, design, and media work.

EDUCATION

University of Texas at Dallas | B.A., Arts, Technology & Emerging Communications | Summa Cum Laude | Special Major's Honors | Dean's Honors

CERTIFICATIONS

Certified ScrumMaster (CSM) ▪ AI Studio Foundations ▪ Asana Workflow Specialist ▪ Claude Code in Action ▪ SEO Foundations ▪ Project Management for Creative Projects ▪ Introduction to Model Context Protocol

TECHNICAL SKILLS

WordPress ▪ Asana ▪ Jira ▪ Notion ▪ Slickplan ▪ VS Code ▪ Git-based workflows ▪ GitLab ▪ ChatGPT & Codex ▪ Claude & Claude Code ▪ Google Workspace ▪ Agile ▪ Scrum ▪ Backlog Management ▪ Sprint Planning ▪ Process Mapping ▪ SOP Development ▪ QA ▪ Platform Documentation