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Senior PM who untangles stalled roadmaps | Platform Modernization · Digital Transformation · AI

I started as an engineer, so I know how systems break and why teams stop shipping. For the past decade I've been the product manager organizations call when roadmaps stall, ownership fragments or teams are busy but not moving. I find the real constraint, align the right people around what matters and restore delivery momentum — across enterprise platforms, digital transformation programs and high-ambiguity growth environments. I lead through influence, not authority.

Core Competencies

Product Roadmap Ownership · Digital Transformation · Program Governance · OKR Planning & Execution · Executive Stakeholder Alignment · Influence Without Authority · Data-Driven Decision Making · A/B Testing & Experimentation · Voice of Customer (VoC) · Time to Value Optimization · Operational Systems Design · Change Management · Risk Management · Growth Experimentation · User Acquisition & Retention · Enterprise Platform Strategy · AI/ML Product Development · Cross-Functional Leadership

What I've Delivered

- Established program governance, decision rights and product roadmap definition across security operations, engineering and compliance ending the coordination loops responsible for an estimated \$60K/month in overhead
- Secured \$500K in incremental platform funding through executive stakeholder alignment at Splunk
- Retained \$5M in enterprise renewals by reprioritizing a streaming platform roadmap through two back-to-back acquisitions
- Cut time to value from 6 weeks to 2 by rebuilding OTT activation workflows around how customers actually used the product
- Accelerated a COVID testing platform rollout by 40% by translating frontline clinical workflows into a compliant, prioritized backlog
- Validated a behavioral coaching concept — 10x sign-up growth in 60 days through A/B testing, voice of customer research and metric-informed MVP iteration

Professional Experience

Technical Product Manager (Contract) Bank of America via Apex Systems | 2024–Present

A stalled Omni-SIEM modernization with fragmented decision rights and no shared delivery plan. I came in to establish program governance and an operating model before touching the roadmap.

- Defined decision rights and program governance across security operations, engineering and compliance ending coordination loops responsible for an estimated \$60K/month in overhead
- Led change management across the migration program, separating exploratory detection research from committed production milestones — the structural change that most improved delivery predictability
- Built full migration sequencing across Splunk and Anvilogic taking the digital transformation program from no shared plan to a milestone roadmap all stakeholders could commit to
- Standardized detection onboarding workflows, reducing rework and improving enterprise activation consistency

Founder & Product Lead Ascendvent LLC | 2024–Present

- 10x increase in early sign-ups in 60 days from zero through A/B testing on landing pages, targeted messaging experiments and rapid iteration on direct user feedback
- 50+ voice of customer interviews to identify activation friction and clarify the core constraint before committing to a feature direction
- Three MVP prototypes tested using metric-informed experimentation, each scoped around highest-impact mechanics before system expansion
- Defined OKRs tied to activation, engagement and retention using observable user behavior, not output

Senior Product Manager Splunk | 2022–2024

Owned roadmap and delivery for security content governance within Splunk Enterprise Security. The inherited roadmap kept adding complexity to an already fragmented surface.

- Shifted roadmap ownership from rule expansion to centralized content governance increasing adoption 12% across 2,000+ enterprise customers by improving time to value rather than adding to the sprawl
- Built and won a \$500K funding case through executive stakeholder alignment, consolidating the detection lifecycle and laying the foundation for AI-assisted detection workflows
- Replaced output-based reporting with OKR-aligned activation and retention dashboards giving leadership an honest view of actual product health
- Improved delivery efficiency 40% through structured feature reviews, cleaner scope definition and tighter engineering alignment

Senior Technical Product Manager Yahoo Edgecast | 2021–2022

Streaming platform and CDN product ownership through two back-to-back acquisitions. The challenge wasn't the product — it was protecting customer relationships while the company changed hands twice.

- Retained \$5M in enterprise renewals — including Disney and Discovery — through proactive roadmap reprioritization and risk management under acquisition pressure
- Delivered geo-blocking and live time-shift features under hard customer deadlines, protecting \$2M in at-risk contracts
- Increased feature adoption 25% by resequencing releases around data-driven usage analytics and structured voice of customer interviews
- Reduced deployment errors 30% through tighter acceptance criteria, clearer scope documentation and improved QA alignment

Associate Director, Product Cognizant | 2019–2021

Healthcare population management platforms during COVID including Kaiser Permanente and the Abbott BinaxNOW rapid testing rollout.

- Accelerated COVID testing platform rollout by 40% by translating frontline clinical workflows into compliant, prioritized backlogs under active regulatory pressure
- Built operational systems and an OKR-driven delivery model that improved velocity 1.5x — clearer decision ownership and prioritization frameworks that gave engineering a reliable signal
- Challenged the templated playbook the organization was copying — coached junior PMs to start with real client constraints, producing stronger outcomes and more durable client relationships
- Improved platform engagement 30% through UX redesign grounded in clinical usage patterns and frontline feedback
- Built onboarding curriculum for PMs and engineering transfers reducing ramp time and improved cross-functional effectiveness

Business Strategy Manager Accenture Strategy | 2017–2019

Product and platform strategy for large media and telecom clients — translating operational pain points into roadmaps and investment cases executives could act on.

- Generated \$1.5M in new revenue for an ad-tech platform through persona-based onboarding redesign grounded in data-driven user behavior analysis and VoC research
- Drove 75% platform adoption by connecting portfolio prioritization to measurable ROI — influence without authority across client leadership teams
- Launched an AI-driven operational intelligence system enabling 72-hour advance broadcast outage detection, which prevented customer-facing incidents before they happened

Audio / Video Engineer → **Technical Product Manager** Disney ESPN | 2015–2017

Started owning video player engineering and next-gen ad tech strategy then moved into product as the platform decisions — transitions, vendor evaluation and monetization architecture — naturally became mine.

- Led the Flash-to-HTML5 streaming migration — 25% engagement increase, improved cross-device reliability, platform supporting 1M+ concurrent viewers during peak live events
- Led ad-tech proof-of-concepts informing ESPN's transition to Google Ad Manager evaluating vendor tradeoffs and protected revenue continuity

Technical Consultant Accenture Technology | 2011–2015

Led enterprise integration architecture and platform modernization programs for large-scale state government, telecom and media clients, directing a 25-engineer team across multi-system delivery initiatives.

- Directed a 25-engineer delivery team across enterprise integration and platform modernization programs for large telecom and media clients – defining system boundaries, API contracts, and dependency sequencing across provisioning, search, monitoring, and operational platforms
- Built proof-of-concepts to validate integration feasibility before full-scale implementation, reducing downstream risk and improving scope confidence before committing to delivery
- Established technical governance, reliability standards, and release sequencing models that prevented production failures before they reached customers
- Translated ambiguous enterprise requirements into scalable, high-availability architecture designed to survive real production load and compliance constraints
- Designed and patented a Fast Channels delivery architecture covering core channel delivery and ad insertion – the solution directly competed with Yahoo Edgecast's platform and later became the basis for my recruitment there

Engineering Background

Before product, I spent my early career as a software engineer at Cox Communications, AutoTrader, TRX (Concur) and USAN — building provisioning systems, search infrastructure, ticketing workflows and network monitoring tools. That foundation, combined with four years leading enterprise integration teams at Accenture, is why engineering teams trust me and why I don't pretend technical complexity doesn't exist.

At Cox, I integrated Splunk for network monitoring. Years later I became a PM at Splunk. I didn't plan that thread but it's the clearest example of what technical depth actually buys you in a product role.

Education B.S. in Computer Science (Operations Management concentration) Clemson University