

DANNY SHIRLEY

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SUMMARY

Strategic **Product Management Leader** with 14 years in driving process transformation, leading cross-functional teams, and delivering innovative solutions. Adept at **aligning business strategy with technological solutions that drive efficiency and enhance user experience**. Proven track record in **transformational leadership, creating and delivering product solutions that bring high-value, and providing data-driven insights supporting decision making**. Recognized for global IT award-winning projects delivering business value.

KEY SKILLS

Team Leadership: Program Management, Project Management, Team Management

Product Leadership: Product Strategy & Vision, Roadmap Management, Cross-Functional Team Leadership, Customer-Centric Innovation, Business Case Value Statement

Data-Driven Decision Making: Data Extraction & Analysis, Metrics-Driven Insights, User Research

Communication & Influence: Stakeholder Alignment, Executive-Level Presentations, Coaching & Mentorship, Storytelling, Business Relations

Process Improvement: Business Process Analysis, Process Transformation, System Analysis

PROFESSIONAL EXPERIENCE

LOUIS DREYFUS COMPANY LLC (LDC)

Kansas City, MO | January 2008 – Present

IT Senior Solution, Product and Program Manager (Manager)

April 2021 – Present

- **Leading product vision and program execution** for multi-year Front Office Modernization Program, aligning 40+ cross-functional resources across North America and Europe.
- **Managing product roadmaps**, focusing on high-value processes **enhancing user experience and providing scalability** across North America.
- **Leading strategic business transformation**, aligning system needs with business needs.
- **Leading stakeholder and executive alignment**, driving top-down support for the program while providing risks and mitigations to ease program initiatives.
- **Mentoring and coaching** 8 direct reports, including Product Owners, Business Analysts, and Project Managers, fostering a **culture of innovation and strategic impact**.

IT Solution and Product Manager (Manager)

February 2017 – April 2021

- **Drove product strategy and execution** for LDC's domestic trading and accounting platform, leading **full lifecycle product development** from conception through implementation.

- **Collaborated with development and business teams** to deliver scalable solutions that support business objectives while increasing processing **efficiency by 40%+.**
- **Led business transformation workshops**, collaborating with cross-functional teams to re-envision regional business processes.
- **Awarded the 2020 Global IT Business Value Creation Award** for impactful product innovation.

Project Manager - Execution (Supervisor)

September 2014 – February 2017

- Partnered with third-party developers to design and deliver critical software enhancements, **improving system efficiency, scalability and user experience.**
- Created impactful cost/benefit analyses and secured executive buy-in for project approval.
- **Led product innovation** for MyLDC.com, enhancing customer engagement while decreasing cost.

Business Analyst - Execution (Supervisor)

January 2011 – September 2014

- Co-managed execution processes and supported over 50 employees with comprehensive SOPs and training programs.
- Designed and implemented efficiency-driven process and system improvements, achieving a 90% reduction in processing time for barge trading and freight systems.
- Led system and office consolidations, aligning with platform optimization efforts.
- Conducted stakeholder and new user training to ensure smooth product adoption.

Financial Analyst

November 2008 – January 2011

- Compiled, analyzed and distributed daily profit and loss statements across multiple entities.
- Developed a custom financial reconciliation tool, improving reporting efficiency and accuracy.

Accounting Clerk

February 2008 – November 2008

EDUCATION

Master of Business Administration in Finance, Avila University

Bachelor of Business Administration, University of Missouri – Kansas City

CERTIFICATIONS

- Professional GBS® Master - Service Management
- Aha! Product Management Professional