

DANNY SHIRLEY

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SUMMARY

Senior Product Manager with 15 years of experience defining product vision, strategy, and roadmaps for complex enterprise platforms. Proven track record of understanding business and user-centric processes and translating future needs into scalable digital products through discovery, data informed decision making and cross functional leadership. Adept at navigating ambiguity, driving stakeholder alignment and executing with quality and velocity, while fostering a culture of learning, feedback and continuous improvement.

CORE COMPETENCIES

Product Strategy: Product Vision and Strategy, Roadmap Planning, Stakeholder Alignment

Customer Centric Innovation: Business Discovery, Voice of the Customer, Empathy-Driven Design, Requirements Translation

Agile Product Delivery: Continuous and Iterative Delivery, Backlog Prioritization, Agile Ceremonies

Data & Monitoring: KPIs, Metrics, Operational Visibility, Experimentation and Iteration

Cross Functional Leadership: Executive-Level Presentations, Storytelling, Business Relationship Management

Coaching and Mentorship: Player/Coach Leadership, BA and PO Mentorship, Feedback Culture

PROFESSIONAL EXPERIENCE

LOUIS DREYFUS COMPANY LLC - Kansas City, MO

Senior Product and Solution Manager | *April 2021 – Present*

- **Own product vision, strategy and roadmap** for complex enterprise-scale trading, execution and finance operations, spanning diverse internal groups across North America.
- **Lead continuous product discovery** with business stakeholders and end users to identify high-impact pain points, document requirements for process and system improvements.
- Partner with development teams to deliver platform enhancements that **improve visibility, usability and operational efficiency** by 40%+.
- **Define and track metrics**, leveraging qualitative and quantitative insights to guide continuous iteration and roadmap decisions.
- **Facilitate cross functional alignment** across development, QA, business and leadership to ensure shared understanding of user needs and product outcomes.
- **Showcase product strategy and progress** to secure alignment, funding and long-term investment.
- **Manage, mentor and coach** Business Analysts, Project Managers and Change Managers, acting as a player-coach while fostering a culture of ownership, learning and constructive feedback.

Product and Solution Manager | *February 2017 – April 2021*

- **Led product strategy and execution** for enterprise platforms from conception through launch and adoption.
- **Facilitated business transformation workshops**, collaborating with cross-functional teams to re-envision regional business processes, authored requirements and maintained detailed backlogs.
- Designed and analyzed KPIs to **drive insights, product improvements, and business impact**.
- **Managed, mentored and coached a group** of Business Analysts and a Project Manager.
- Awarded the **2020 Global IT Business Value Creation Award** for impactful product innovation.

Project Manager | *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 reducing cost.
- **Envisioned, created and tracked** project activities to ensure smooth on-time delivery of new functionality.
- Managed one Business Analyst.

Business Analyst | *January 2011 – September 2014*

- Co-managed execution processes and supported 50+ employees with comprehensive training on new functionality and for new hires.
- Designed and implemented efficiency-driven process and system improvements, achieving up to a 90% reduction in processing time.
- Led system consolidations, aligning with platform optimization efforts.
- Managed two clerical roles focusing on production and freight duties.

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