



# Keegan Hayes

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## Profile

Well-rounded product manager with 6+ years in growth-stage and enterprise product teams. Experience hiring and managing teams, building scalable products in both software (mobile and web) and hardware. Ambitious, data-focused, and forward-thinking. Denver-based but able to interview in and relocate to NYC immediately. Recently took one year off to explore a passion project business but am eager to return to product management.

Career highlights include:

- Led the development and launch of a full architectural redesign of a highly scalable, customer-facing software portal used by over 1,000 business customers and 100,000 individual consumers nationwide.
- Helped work on architecture and implementation of a Google pilot program for payment integration reaching over 10M users.
- Managed the redesign of a Salesforce marketplace developer onboarding flow focused on retaining developers and increasing app creation volume, while also setting up key endpoints for more efficient revenue capture.
- Drove the design & development of a new WiFi router with industrial design, engineering and software development teams.
- Grew organic revenue 12.5% and managed inorganic growth (via acquisition) of 37% over the course of two quarters for an eight-figure monthly recurring embedded base of telecom services.

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## Relevant Work Experience

01/2022 – 08/2024  
Denver, CO

### Senior Product Program Manager, AppExchange Salesforce

- Owned product initiatives for Salesforce's AppExchange marketplace, enhancing seller onboarding, billing systems, and partner monetization tools used by thousands of SaaS vendors.
- Collaborated directly with engineering, design, sales, marketing and executive leadership to define product roadmaps, streamline go-to-market execution, and align KPIs across multiple stakeholder teams.
- Launched multiple high-impact features that improved partner revenue tracking accuracy and reduced onboarding time by 25%.
- Coordinated globalization efforts to integrate Japanese marketplace modules into our core codebase, leading to increased engagement in the Japanese market and enabling scalability into additional global markets.

02/2021 – 12/2021  
Denver, CO

### Solutions Product Manager, Sling TV Dish Network

- Led integration of partner billing systems and platform enhancements for Sling TV's mobile and web applications, including coordinating a pilot partnership with Google Pay's billing API integration.
- Created product roadmaps with executive leadership and defined & tracked KPIs for several development teams working across the Sling IT group.
- Coordinated with design, engineering and QA teams to deliver high-reliability features with measurable improvements in platform uptime and user retention.

09/2017 – 05/2020  
Denver, CO

### Product Manager, MDU WiFi Charter Communications (Spectrum)

- Drove end-to-end lifecycle for a nationwide multi-dwelling WiFi product serving over 1,000 properties and 100,000 end users.
- Managed roadmap prioritization, customer research, vendor engagement, and cross-team collaboration from concept to rollout for a redesign of our customer-facing SaaS portal.
- Proactively identified an opportunity to save \$2M+ per year in capital costs by leveraging data analytics insights regarding our MDU WiFi equipment package.
- Managed a team of 4 product and QA analysts focused on product maintenance and support.

01/2017 – 11/2017  
Denver, CO

### Product Analyst Zayo Group

- Provided product management support, creating feature updates for a custom Salesforce platform integrated with our sales, operations and customer service applications.
- Managed a multi-million dollar portfolio for carrier services, optimizing ROI and EBITDA growth through pricing and product strategy, RFP recommendations and bid analysis to grow the Carrier Ethernet business.
- Supported post-acquisition integrations, unifying data from 5+ acquired companies into a centralized Salesforce platform and supporting applications.

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## Other Work Experience

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05/2020 – present  
Denver, CO

### Founder and Principal Investigator Uncover Private Investigations

What began as a part-time project as a way to use my technology skills to help people in need, evolved into a full-time growth project to develop a scalable brand business to deliver key investigation services to individuals, attorneys, and corporations. From helping find missing persons, to assisting attorneys and low-income defendants with criminal defense investigation work, to conducting digital background checks and employee fraud investigations for small business owners, I've had the great privilege to create real impact on the lives of those who needed assistance in the community.

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## Skills

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**– PRODUCT MANAGEMENT**

A/B Testing

Talent Acquisition and Evaluation

User Research

Agile/Scrum/Kanban

**– TECHNICAL SKILLS**

RESTful API Design

SQL Data Querying

System Architecture Basics

Machine Learning Fundamentals

LLM Prompt Engineering

Team Leadership

Cross Functional Collaboration

Product Lifecycle Management

Python Fundamentals

Data Structures and Databases

Git/GitHub Version Control

Generative AI Product Concepts

RAG Pipelines

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## Volunteering

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01/2024 – present  
Denver, CO

### Business Mentor Rocky Mountain Microfinance Institute

Providing business mentoring to entrepreneurs, especially those from low-income neighborhoods and marginalized communities, from idea stage to launch mode to growth.

01/2024 – present  
Denver, CO

### Volunteer Towards Justice

Providing pro bono investigative services to a nonprofit law firm that represents workers in litigation and other advocacy in an effort to build worker power and advance economic justice.

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## Projects

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02/2015 – 12/2016  
Denver, CO

### Founder & Organizer Startup Denver

Planned and hosted startup community events for entrepreneurs, including pitch competitions, extracurricular activities and networking events in the Metro Denver area.

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## Education

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08/2007 – 05/2011  
Loudonville, NY, United States

### Business Marketing & Management | Bachelor of Science Siena University