

JARED DANIELS

DIRECTOR OF PRODUCT MANAGEMENT

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PROFILE

Customer-focused Sr Director of Product Management with 9+ years delivering enterprise SaaS solutions and building high-performing teams across regulated and consumer-driven industries. Skilled in transforming complex workflows into intuitive journeys, driving rapid adoption, and integrating AI and automation for measurable impact. Personal passion for fitness and community. Endurance athlete and active CrossFit member who understands firsthand the needs of modern health and wellness businesses.

PROFESSIONAL EXPERIENCE

Sr Director of Unified Experience, Propelus

Jan 2025 — Present

- Unified multiple B2C compliance platforms into an AI-enhanced solution for regulated industries.
- Architected intelligence layers and streamlined onboarding, enhancing user adoption by simplifying workflows.
- Spearheaded integration of AI into key product workflows, delivering significant customer value through automation.
- Championed agile product rhythms and a customer-centric culture, ensuring quick delivery of impactful features.
- Mentored product managers in executing strategic roadmaps and fostering cross-functional alignment.

Sr Director of Product, Propelus

Apr 2022 — Jan 2025

- Directed product strategy for Propelus's healthcare compliance ecosystem, managing solutions like CE Broker and EverCheck serving over 6 million healthcare professionals.
- Increased revenue by 300% through innovative compliance products that streamlined primary source verification and continuing education management.
- Spearheaded transition to AI-powered solutions, enhancing core workflows and driving automation in compliance processes.
- Developed frameworks for efficient product delivery, achieving a 183% reduction in time-to-market for compliance solutions.
- Mentored a diverse, high-performing team of 12 product managers and UX designers, fostering a culture of customer obsession and data-driven innovation.

Director of Product, CE Broked

Nov 2020 — Apr 2022

- Directed product strategy aligning with company goals, achieving a 14-day reduction in development cycle time by optimizing the product lifecycle.
- Cultivated interdepartmental collaboration that boosted product features, reducing feature-related support outreach by 178%.
- Developed targeted marketing initiatives, increasing paid conversions by 48%, and enhancing product adoption.
- Established strong product operating rhythms and coordinated with engineering and design to ensure smooth delivery.

Technical Product Manager, Gloo

Dec 2016 — Nov 2020

- Led agile transformations for multiple product teams, boosting efficiency and collaboration, resulting in a 30% increase in overall performance.
- Implemented lean-agile methodologies, reducing project timelines by 42%, thereby accelerating delivery speed.
- Mentored Scrum Masters on agile best practices, enhancing team capabilities and achieving a 50% increase in project success rates.
- Drove cross-functional alignment with engineering, design, marketing and rev ops teams to ensure seamless product delivery.

Field Supervisor, Archer Exteriors

Jul 2015 — Dec 2016

- Developed an efficient workflow for a \$2.5M revenue stream, enhancing account retention by 28%.
- Gathered and prioritized stakeholder requirements, leading to significant account growth.
- Optimized data management processes, reducing project timelines by one week.
- Managed 12 job sites to ensure high-quality results and operational excellence.

- Collaborated with leadership to enhance productivity and maintain brand integrity.

EDUCATION

University of Georgia

Bachelor of Science in Business, Athens

TECHNICAL SKILLS

Agile/Scrum Methodologies
Innovation
Data-Driven Decision Making
Customer Obsession

AI Prototyping/ Validation
Technical Understanding
Execution Mindset
Strategic Thinking

Cross-Functional Alignment
Product Management

ADDITIONAL INFORMATION

- **Links:** LinkedIn