

TIM MOOTS

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work history

Technology Product Manager

Aug 2017 - Current

Communication Tools

Pleasanton, CA

- Shipped Workday Email Analytics, a partner integration with Sparkpost, now delivering 100M+ monthly notifications.
- Delivered Campaign tooling for Workday Connect, a series of messaging frameworks for Workday applications.
- Directed the internal launch of the Workday Learning product, leading a 20-person coalition responsible for user engagement, platform traffic, and high-quality content.
- Implemented Workday Connect, including Campaigns and Email Analytics, in a product adoption program "Peer Learning" which more than doubled viewership on Workday Learning in the last quarter.
- Orchestrated a 125% increase campaigns via a user engagement initiative which boosted Learning enrollments by 54% and course completions by 58%.
- Designed reporting dashboards to analyze content approval rates, time on platform, and display content leaderboards.

Rotational Product Manager

Aug 2015 - Aug 2017

- Captained the deployment of the Data-as-a-Service platform, adopted by 80% of the customer ecosystem.
- Managed 3 Early Adopter rollout programs, supervising deployment and developing all uptake material.
- Served as the lead PM on two 10-person cross-functional scrums; liaison to Legal, Marketing, Sales, and Support.
- Shipped 25+ features spanning Security, Communications & Data-as-a-Service teams.
- Responsibilities include roadmap development, product lifecycle ownership, and external communication while serving as lead product spokesman at customer events, such as Workday Rising.

awards

- 2017 Peer Recognition Award: Tied 1st as highest recognized contributor in Product Management.
- Workday Rising: Top Tech Talk: Rated the most outstanding of 50+ sessions at Workday's annual customer conference: "Deep Dive into Authentication".

skills

- Product Deployment and Adoption
- Early Adopter Programs
- Campaign Management & Analysis
- Agile Methodologies & Atlassian
- Wireframing (Balsamiq, Visio)
- User Research groups

education

Bachelor of Arts: Information Technology Management

University of Notre Dame, 2015

South Bend, IN