

# LYNN HEATHERLY, MBA

San Antonio, TX 78266 | 361-960-1960 | [lynnh257@gmail.com](mailto:lynnh257@gmail.com) | [linkedin.com/in/lynn-heatherly](https://www.linkedin.com/in/lynn-heatherly) | [www.lynnheatherly.com](http://www.lynnheatherly.com)

## DIRECTOR OF PRODUCT MANAGEMENT

Aligning Strategy, Operations, and Products to Drive Revenue and Customer Growth

**Certified Product Executive** and trusted leader who excels in shaping the growth and evolution of corporate and product initiatives to amplify awareness and promote an organization's mission, core values, and priorities. Leverages broad-based experience across diverse functions and industries, to align stakeholders and business opportunities, and drive growth. Overhauls product portfolios and product management practices to advance products through the pipeline and gain stakeholder consensus on product development and marketing strategy.

### LEADERSHIP IMPACT

- ✓ Produced clear product roadmaps and communications that include a relentless focus on the customer and a balance of human-centered design principles and analytical capabilities.
- ✓ Successfully launched Aeries SIS into the Texas market, emphasizing compliance regulations and state-specific functionalities for smooth transitions.
- ✓ Implemented a Product Feature Plan process for greenfield, enterprise-level Student Information System software, incorporating customer feedback loops and focus groups.
- ✓ Led 4 person team to achieve Ed-Fi v4.0 certification, making Aeries SIS the first in the United States for advanced integration options and state reporting compliance.

### AREAS OF EXPERTISE

Marketing & Operations Leadership  
Relationship Management  
Data / Competitive Analysis  
Product Innovation & Positioning

Product Management  
Brand Architecture  
Product Strategy  
Business Strategy & Development

Portfolio Optimization  
Market Intelligence  
P&L Management

## PROFESSIONAL EXPERIENCE & ACCOMPLISHMENTS

### DIRECTOR OF PRODUCT, 2019 to 2024

Aeries Student Information System – Orange, CA

2019–2024

Initially hired as Texas Product Manager in 2017, and promoted to Director of Product. Directed daily and strategic operations with full P&L, marketing, and operations oversight. Worked and liaised with policymakers, stakeholders, and regulatory bodies on positioning the organization for sustainable growth for the education sector, and overall marketplace efficiency and compliance.

- ▶ Drove the expansion of market presence in Texas from one small private school to 13 districts, including 2 large urban districts in 4 years – a 1300% increase in district presence and went from 500 to over 85,000 students served by the product.
- ▶ Facilitated a vendor relationship for a joint venture in California including funding from Michael and Susan Dell Foundation of \$1M.
- ▶ Guided integrations with other vendors who operate within Texas schools, to add value beyond what other Student Information Systems offered.
- ▶ Facilitated growth in California by over 160 new districts in just 2 years.
- ▶ Achieved significant geographical growth by building and leveraging large partnerships ranging from small rural districts to large urban districts in Texas and California and focusing on customer experience and engagement.
- ▶ Established relationships with about 10 state officials and regulators in a new market by opening lines of communication. These efforts led to successful experiences for all customers in Texas with no customer missing any compliance deadlines or incurring any financial impacts.

### WHAT OTHERS ARE SAYING

I recommend Lynn for any position that will leverage her knowledge as an **education technology expert, dependable manager, well versed product requirements expert**, and self driven self starter.

~Brent Lloyd, President, Aeries

She is professional, passionate, and skilled in the art of building software. **She commands respect and deserves every bit of it.**

~ Camden Liff, Supervisor

She exhibits strong leadership and seeks to identify improvement opportunities for her staff while maintaining progress on product development and enhancement. **She is a trusted voice of reason within my leadership team.** ~Judi Sparks, Supervisor

Lynn is a leader, she's not a boss. There's a big difference. She empowers employees, lifts them up and nurtures their potential. **I would work for Lynn, anywhere.** ~ Matt Sinclair, Team Member

- ▶ Worked with and brought analytical rigor to the business to topline CAGR performance earned through partnership development, improved partner engagement, improved operating efficiency, and leveraging data insights to allocate resources and optimize driver utilization.

### **TEXAS PRODUCT MANAGER, 2019 to 2021**

Oversaw product planning and execution for tailoring Aeries SIS to the Texas K-12 education market.

- ▶ Led team to have the most certified Texas Student Data System Champions of any vendor operating in the state. This certification is a rigorous process offered by the Texas Education Agency to train people on the intricacies of the state reporting requirements and processes.
- ▶ Generated about \$1.2M in revenue from newly acquired Texas customers.

### **COMPONENT DIRECTOR, TCC SOFTWARE DEVELOPMENT, 2014 to 2019**

**Education Service Center, Region 20 – San Antonio, TX**

2007– 2019

Initially hired as an Analyst/Programmer in 2007, and promoted 4 times. Managed 40+ staff, supervised product rewrites, and led the creation of restAPI interfaces.

- ▶ Managed software development for teacher gradebook, parent portal, and grant administration portal.
- ▶ Coordinated the software development roadmap, ensuring Agile methodology implementation.
- ▶ Saved over \$300K from the budget in the first year by eliminating redundant software subscriptions and modernizing data retrieval techniques.
- ▶ Led the merger of two products (a large and small school solution) into a new single platform to serve all customers.

### **SENIOR ANALYST II – ITCCS Student Applications, 2013**

Supervised team that implemented Texas Student Data System dashboards, and produced XML interchanges.

- ▶ Led team to implement all required changes for Fall PEIMS, resulting in company market share of Texas schools (over 75% of LEAs in the state) ability to meet compliance deadlines in a timely manner with no penalties.
- ▶ Developed a strategic plan for implementing changes mandated by passage of House Bill 5 (a complete redefinition of student graduation requirements in Texas). Customers met these new requirements within the first school year.

### **ANALYST/PROGRAMMER.NET, txSuite Applications, 2009 to 2013**

- ▶ Engineered an interactive seating chart in the teacher gradebook application, using Oracle and Sybase databases, C#.NET code base and HTML and JavaScript for the front-end.
- ▶ Created grading rubric capability in the teacher gradebook application.
- ▶ Masterminded the ability to create custom forms for parents to fill out and submit to district in conjunction with student registration in the parent portal application.
- ▶ Implemented AJAX web service calls to update screens without postback.
- ▶ All of these innovations ended up being used by teachers and/or parents in approximately 875 school districts across Texas (75% of the districts in the state of Texas).

### **ANALYST/PROGRAMMER.NET, ITCCS BUSINESS Applications, 2007 to 2009**

## **EARLY CAREER HISTORY**

### **CTE & TECHNOLOGY APPLICATIONS TEACHER**

Gregory-Portland High School – Portland, TX

## **EDUCATION**

**University of Texas – Tyler, TX**

- ▶ Master of Business Administration, *Summa Cum Laude*

**East Texas Baptist University – Marshall, TX**

- ▶ Bachelor of Science in Education, *Summa Cum Laude*

## **CERTIFICATIONS**

**Certified Product Executive**, Product School (2022) | **Agile at Work** LinkedIn Learning (2019)

**Certified Product Leader**, Product School (2022) | **Advanced Agile Project Management**, ESC-20 (2018)

**Certified Product Manager**, Product School (2021) | **Grant Writing Workshop**, Grant Writing USA (2018)