

# KEVIN BURGESS

*Product Leader | AI Strategy | Doctoral Research*

Builder and operator with 18+ years of experience scaling new categories and growth engines across product, brand, and commercial execution. I transform strategy into high-impact launches that drive revenue, margin, and consumer engagement. Launched a \$2.6M business line, reduced cycle time by 20%, and delivered \$580K+ in annual cost savings while opening new markets. Known for aligning cross-functional teams around clear roadmaps, strong brand DNA, and disciplined execution that turns ideas into durable growth.

## STRATEGIC ADVISORY & RESEARCH

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### INDEPENDENT PRODUCT, OPERATIONS, & AI ADVISOR

*2019 - Present*

- ◆ Lead strategic transformation engagements across product, operations, and go-to-market functions for owner-operated and mid-sized businesses.
- ◆ Conduct primary customer research and competitive analysis to realign positioning, pricing, and channel strategy, contributing to commercial expansion including new product launches and a ~20% increase in distribution footprint in a representative engagement.
- ◆ Reengineered client operating systems, shifting manual sales and reporting workflows to AI-enabled automation, eliminating a full functional role in a representative engagement and generating ~\$150K in recurring annual savings while transforming executive visibility.
- ◆ Design and deliver executive AI capability workshops that increase organizational adoption and unlock previously deprioritized initiatives by removing manual effort constraints.
- ◆ Implement real-time analytics dashboards and decision frameworks that accelerate executive decision-making by replacing retrospective reporting with live operational intelligence.
- ◆ Guide leadership teams in sequencing technology and automation investments, redirecting capital from low-impact experimentation to high-leverage initiatives.
- ◆ Conduct doctoral research on AI awareness and its influence on strategic agility in small and mid-sized businesses using mixed qualitative and quantitative methods to develop applied transformation frameworks.
- ◆ Founded and host *Cohort in Progress*, interviewing senior executives and leading researchers to translate academic insight into practical strategy for modern product and business leaders.

## PROFESSIONAL EXPERIENCE

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### PRODUCT MANAGER

*HP Inc.*

**Nov 2021 – Present**

**Fort Collins, CO**

- ◆ Owned product delivery and operational outcomes across three scrum teams, reducing build time by 20% and improving end-to-end pipeline efficiency through AI-enabled development practices.
- ◆ Modernized requirements and delivery workflows through AI and automation, eliminating \$580K in annual non-value-added effort and reducing developer rework by 60%.
- ◆ Scaled an incubation product from concept to a \$2.6M business unit, delivering 80% of planned features while aligning roadmap execution to revenue and customer outcomes.
- ◆ Set product strategy and prioritization frameworks to align engineering investment with customer impact, revenue growth, and operational efficiency.
- ◆ Partner with engineering, sales, and solutions teams to accelerate enterprise adoption, including enabling a VPN-less access model that secured a \$450K TCV customer.
- ◆ Established onboarding and data center configuration automation, shortening customer setup from four weeks to two days and materially accelerating sales cycles.
- ◆ Optimized data center utilization through telemetry-driven insights, delivering \$50K in monthly cost savings while maintaining customer experience.
- ◆ Transformed agile and operating models across four scrum teams (19 members), increasing delivery predictability and throughput from 20% to 80%.
- ◆ Instituted durable product governance practices, including acceptance criteria, release quality checks, experimentation frameworks, and decision records, to improve execution consistency at scale.

**DIGITAL MARKETING ASSOCIATE****Apr 2019 – Nov 2021*****Red Ventures******Fort Mill, SC***

- ◆ Formed and led a new product team, implementing scrum practices and building roadmaps and user to deliver 12 key features across 5 milestones, culminating in a successful MVP product.
- ◆ Led development of a data science-based HVAC lead matching system to reduce missed dealer contacts, targeting an improvement from 20% missed leads to 5%.
- ◆ Identified a critical data discrepancy in a high-value contract, leading to improved financial clarity and strategic renegotiation opportunities.
- ◆ Revamped MYMOVE's email strategy to prioritize post-move user needs, increasing retention by 30% and expanding customer lifetime value from 3 to 14 months.
- ◆ Coordinated with product and UX teams to refine landing pages based on behavioral data, increasing conversion efficiency and reducing drop-off.
- ◆ Drove 80% lift in phone lead conversions and a 60% email open rate increase for 6M+ subscribers by combining A/B testing, behavioral data, and personalization in Iterable campaigns.
- ◆ Enhanced the "dealer score" model, evolving it into a data science-driven algorithm that boosted dealer feedback rates from 30% to 80% through improved lead qualification.

**OWNER****Apr 2014 – Apr 2019*****Another Round Disc Golf******Charlotte, North Carolina***

- ◆ Built customer-focused retail operations and grew store footprint to a location three times larger through consistent community engagement and content-driven marketing.
- ◆ Scaled inventory and e-commerce using Squarespace sales analytics to produce sustained annual sales growth of 50%.
- ◆ Produced and hosted a disc golf podcast generating over 100,000 annual listens to increase brand awareness and customer retention.
- ◆ Implemented SKU system that reduced shoplifting to near zero and improved supplier terms, lowering cost of goods by 15%.
- ◆ Captured roughly three-quarters of local market share by organizing events and content that outperformed competitors.
- ◆ Redesigned POS reporting and purchasing workflows to align stock with demand, improving stock turns and inventory flow.
- ◆ Hired, trained, and managed store staff, developing performance standards and growth plans that increased team capability and retention.

**STRUCTURAL ENGINEER****Jun 2008 – Apr 2014*****SteelFab, Inc******Charlotte, North Carolina***

- ◆ Designed over 10,000 steel connections for diverse projects, including hospitals and skyscrapers, ensuring structural integrity and safety.
- ◆ Led connection design efforts for high-profile projects, including the National Museum of African American History and Culture in Washington, DC.

**EDUCATION AND RESEARCH****DOCTOR OF BUSINESS ADMINISTRATION****Sep 2025 – Jun 2028*****Temple University******Philadelphia, PA***

- ◆ Research focuses on AI awareness, strategic agility, and decision-making in small and mid-sized businesses using mixed qualitative methods.
- ◆ Emphasis on translating academic research into actionable frameworks for executives and operators.
- ◆ Coursework and research inform advisory work, product strategy, and applied experimentation.

**MASTER IN BUSINESS ADMINISTRATION****May 2019*****University of North Carolina at Charlotte******Charlotte, NC*****BS IN CIVIL ENGINEERING****May 2008*****North Carolina State University******Raleigh, NC*****SKILLS**

Customer Insight, Data-Driven Decisions, Cross-Functional Leadership, Impact Measurement, Strategic Roadmapping, Operational Efficiency, Business Scaling Strategy, Team Development, Ownership & Accountability, Creative Problem Solving, Innovation Strategy, Competitive Strategy, Digital Transformation, Product Lifecycle Management, Product Management, Technology and AI Tool Fluency