JOHN HEBRON

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Technical Product Manager with 6+ years leading complex platform rebuilds across SaaS and ecommerce systems. Experienced owning $500k+ initiatives, vendor selection, roadmap definition, and execution across engineering, operations, and more.

PROFESSIONAL EXPERIENCE

Something Borrowed Blooms, Hybrid   Apr 2025 - Present
Product Manager / Product Owner
- Led $500K legacy ecommerce platform rebuild to BigCommerce SaaS, reducing total projected cost by 65% through RFP leadership and vendor negotiation.
- Defined 12–18 month roadmap spanning rental lifecycle, tax compliance, multi-location shipping logic, and inventory forecasting.
- Directed integrations across WMS (InfoPlus), FedEx, Stripe, Avalara, and analytics systems supporting end-to-end order flow.
- Reduced hosting/support costs by $4K+/month and significantly improved platform reliability and performance.
- Built KPI dashboards tracking conversion rate, tax accuracy, traffic, and operational efficiency to guide executive decision-making.

OpsLevel, Remote   Sept 2024 - Feb 2025
Senior Software Engineer, *Static Application Security Testing Integrations*
- Managed the existing 3rd party SAST integrations platform, evolved the new ETL framework for security integrations, and delivered 3 new integrations
- Worked directly with internal stakeholders (Sales, Support, PM, Ops) and external stakeholders (customers, vendors, 3rd party providers) to refine customer needs and enhance/build new integrations

Netlify, Remote   Apr 2023 - Oct 2023
Senior Software Engineer, *Enterprise Experience Team*
- Partnered with Product, Frontend, and customers to convert a proof-of-concept into a production API feature serving enterprise customers; authored RFC and incorporated customer feedback into final design.
- Built internal Slack automation tool enabling secure customer workflows without direct production access

Bigcommerce, Austin, TX   Feb 2013 - Dec 2022
Software Engineer II, *Billing Platform Team*   (2020-2022)
- Acted as Product Owner for the "Powered By" enterprise resale platform, supporting multiple $1M+ partnerships and enabling private-label resale of BigCommerce services.
- Defined requirements, interviewed stakeholders and customers, and prioritized a backlog across a multi-system architecture
- Led a team of three engineers across the multi-phase rebuild project
- Helped design a v2 API (REST → RPC), enabling flexible service resale across custom frontends

Software Engineer I, *Billing Platform Team*   (2018-2020)
- Updated core legacy domains to extract billing logic and introduce new flexibility which empowered the pricing decisions that ultimately grew the company through IPO
- Built and deployed containerized services across AWS/GCS with CI/CD pipelines

Technical Support Manager   (2015-2018)
- Led a team of 15-20 front-line technical support agents and a team of 5 technical support leads

RELEVANT SKILLS AND TECHNOLOGIES

Product Leadership	Roadmapping • PRDs/RFCs • Backlog Prioritization • Vendor Selection • RFP Leadership • KPI Definition • Stakeholder Alignment • Agile/Scrum • Six Sigma • Net Promoter Score
Technical Fluency	Ecommerce Systems • SaaS Billing • ERP/WMS Integrations • Tax & Payments • API Ecosystems • Micro-services Architecture • Data & Analytics • Generative AI
Languages & Tools	Ruby/Rails • REST/GraphQL • AWS/GCP • Docker • SQL • Stripe • Zuora • JIRA • Confluence • Monday.com • Numerous AI Tools and Agents

SELECT CULTURAL CONTRIBUTIONS AND VOLUNTEERING AT WORK

- Served as a mentor/speaker during multiple events with the amazing women from <u>TechWomen</u> and the <u>Anne Richard's School</u>
- Founded and led <u>BigCommerce's BProud LGBTQ+ ERG</u> for 3+ years, mentored two following ERGs
- Collected and donated enough toys for over 3,000 children over 6 years for <u>Partnerships for Children</u>

EDUCATION

Louisiana State University　　　　　　　　**Baton Rouge, LA**　　　　May 2012
Bachelor of Interdisciplinary Studies : *Concentrations in English, Theatre, Sociology, and Film and Media Arts*