

John Hebron

johnhebron@gmail.com · Austin, Texas · linkedin.com/in/johnhebron

SUMMARY

Technical Product Manager and former software engineer with 10+ years building and launching complex, interconnected systems spanning billing, provisioning, APIs, e-commerce infrastructure, and third-party integrations.

Steps into ambiguous, high-stakes situations, defines product strategy from scratch when needed, and drives execution across engineering, operations, vendors, customers, and executive stakeholders. Comfortable in an architecture review and a board update, and knows which questions to ask in each.

PROFESSIONAL EXPERIENCE

Something Borrowed Blooms · Lafayette, LA (Hybrid) · Apr 2025 – May 2026

Product Manager / Product Owner · *Sole internal TPM for \$4–5M GMV rental e-commerce (~10,000 orders/month)*

Platform Migration & Vendor Strategy

- Led RFP process, vendor evaluation, and contract negotiation to replace an incumbent agency with a BigCommerce-certified development partner, thus reducing the projected rebuild cost from \$500K by approximately **65% (~\$330K in savings)**
- Achieved cost reduction through vendor review, phased scope definition (Phase 1/2/3 release strategy), strategic **build-vs-buy decisions**, and migrating off a complex AWS environment to a simpler, predictable PaaS architecture
- Managed IP ownership negotiations, contract drafting, and legal review alongside company counsel
- Authored **60+ JIRA user stories** covering rental/purchase logic, event-date-driven inventory, split-payment capture (Stripe), order edit windows, back-office tooling, and FedEx shipping label generation & coordination

Execution Under Constraint

- Inherited a project with significant scope risk and a compressed timeline; pivoted from Plan A/B to iterative phased delivery to achieve a **February 2026 launch with as close to zero interruption** as possible to customer or fulfillment operations
- Restructured the vendor engagement mid-project after identifying critical knowledge gaps: introduced daily standups, milestone accountability, updated JIRA standards, and custom logic review sessions
- Coordinated full data migration (products, SKUs, customer accounts, historical orders, blog, reviews) and reconnected all integrations on the new platform: Stripe, InfoPlus (WMS), FedEx, Avalara, ActiveCampaign, Grow.com, GA4, and Attentive

Outcomes & Roadmap

- Post-launch: **10–20% traffic recovery** within two weeks, **5–10% conversion rate improvement**, Q2 revenue exceeded quarterly targets ahead of schedule; new customer acquisition and average order value both increased
- Reduced ongoing hosting and support costs by **\$4,000+/month** while increasing reliability, ease of use, and features
- Defined a **12–18 month product roadmap** spanning rental lifecycle management, multi-state tax compliance (CA, LA), multi-location shipping logic, inventory forecasting, and a B2B Pro Planner Portal concept
- Built KPI dashboards tracking conversion rate, tax accuracy, traffic, and operational efficiency to support executive and board-level decision-making
- Led cross-functional Conversion Rate Taskforce and managed multi-state sales tax compliance research, replacing an incorrect legacy approach with a structured, state-by-state remittance workflow

OpsLevel · Remote · Sep 2024 – Feb 2025

Senior Software Engineer, SAST Integrations (*Fixed-term contract*)

- Owned the third-party application security (SAST) integrations platform and helped evolve a newly built ETL framework for security data ingestion
- Delivered three new integrations — **SonarQube Server**, **SonarQube Cloud**, and **GitHub Advanced Security** — directly enabling multiple closed customer deals for whom the integrations were non-negotiable
- Worked across Sales, Support, Product, customers, and executive leadership to define requirements and refine integration specifications; onboarded new contractors to the codebase and ETL framework

Netlify · Remote · Apr 2023 – Oct 2023

Senior Software Engineer, Enterprise Experience Team

Team was an experimental enterprise initiative dissolved in a company direction pivot.

- Reshaped a planned upsell-gate feature into the **Security Scorecard**: a security posture dashboard that gave all customers immediate value while still driving upgrades through one-click setup convenience rather than hard paywalls; proposal adopted by team and leadership, RFC authored, MVP shipped as sole backend engineer with no additional time or cost

- Built an internal Slack tool enabling approved system operations (read/write/update) without direct Production access

BigCommerce · Austin, TX · Feb 2013 – Dec 2022

Software Engineer II — Acting Product Owner, Powered by APIs (2020–2022)

Assumed full PM/PO responsibilities in the absence of a PM/Project Manager for BigCommerce's white-label partner resale platform.

- Inherited a platform with 3–5 active enterprise partnerships (\$1M+ at contract signing each) where most workflows were non-functional or entirely missing; conducted a full product audit and systematically **rebuilt and documented the platform**
- Wrote PRD change documents, defined API contracts where none existed, and evolved the GRPC/REST API based on direct partner collaboration and requirements gathering
- Educated internal Sales and Business Development teams on platform capabilities, directly enabling them to pitch and close new enterprise partnerships
- Drove the addition of **2 new \$1M+ enterprise partnerships** by delivering a working, documented, and sellable product from what had previously been an unusable platform
- Ran backlog grooming, sprint planning, and cross-functional alignment; led 2–5 engineers through ideation, development, testing, and release as the lead engineer on the product

Software Engineer I, Billing Platform (2018–2020)

- Refactored core legacy billing domains to extract billing logic and introduce pricing flexibility (charge by usage/order count), directly supporting the company's growth through IPO
- Built and deployed containerized microservices across AWS/GCP with CI/CD pipelines (CircleCI, Docker, Redis, RabbitMQ)

Technical Support Manager (2015–2018)

- Led a team of 15–20 front-line technical support agents and 4–5 technical leads across a 24/7 multichannel e-commerce support operation
- Built a PHP/MySQL performance metrics service from scratch that produced an immediate and sustained improvement in CSAT scores
- Led a Lean Six Sigma process improvement project with a certified Black Belt; helped build out a localized team in Australia

Technical Outsource Trainer (2014–2015)

- Developed and delivered a distance-learning training program for outsourced technical support agents across India, the Philippines, and other global partners

SKILLS & TECHNOLOGIES

Product Management: Roadmap Definition · PRDs / RFCs · User Story Writing · Backlog Prioritization · Sprint Planning · Vendor Selection & RFP Leadership · Stakeholder Alignment · Build vs. Buy Analysis · KPI / Dashboard Development · Agile / Scrum · Lean Six Sigma

Technical Fluency: E-commerce Infrastructure · SaaS Billing & Provisioning · API Product Management · Third-Party Integrations · ERP / WMS Systems · Payments & Tax Compliance · Microservices Architecture · Platform Modernization

Platforms & Tools: BigCommerce · Stripe · Avalara · InfoPlus (WMS) · JIRA · Confluence · Figma · Grow.com · Google Analytics 4 · AWS · GCP · Docker · SQL · Ruby/Rails · REST / GraphQL · AI assistants and coding tools · Claude · ChatGPT

CULTURAL LEADERSHIP & VOLUNTEERING

- Founded and led BigCommerce's BProud LGBTQ+ ERG for 3+ years; mentored the two ERG leaders who followed
- Mentored and spoke at multiple events for TechWomen and the Ann Richards School for Young Women Leaders
- Collected and donated toys for 3,000+ children over 6 years through Partnerships for Children

EDUCATION

Louisiana State University — Baton Rouge, LA · May 2012

Bachelor of Interdisciplinary Studies · Concentrations: English, Theatre, Sociology, Film & Media Arts