NATHAN R. HEIBEL

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SUMMARY

A hands-on, customer-experience focused product manager, with a broad background in customer and stakeholder management, web technology, user experience design, and project management seeking to continue my growth as a product leader.

WORK EXPERIENCE:

Product Manager   August 2020 – Present
Farm Credit Services of America
Omaha, NE

- Lead cross functional team to build the foundation for data driven insights and interactive reports for the FarmLend product focused on KPIs developed by the product team
  - Connected Google Analytics user data to internal systems providing insights into marketing tactics that lead to booked loan value to support business outcomes
- Analyzed FarmLend.com customer segments and provided insights into the investor segment highlighting the opportunity to develop marketing tactics and website enhancements to focus on this customer segment.
- Responsible for researching, authoring and executing multiple experiments around digital acquisition focused on KPIs developed to drive business outcomes
- In Q1 of 2022 responsible for the onboarded process and product enhancements for FarmLend.com collaborating associations
  - Onboarded three collaborating associations
  - Expanded percent of U.S. farm land covered from 238 million acres to 301 million acres, 34% of all available U.S. farm land acres
- Developed Collaborating Associations 2022 Product Roadmap to achieve the business outcome of covering 45% of eligible US Farmland acres
- Facilitated and led customer interviews to gain insights into customer pain-points leading the product enhancements

Sr. IT Business Analyst   June 2018 – August 2020
Gavilon
Omaha, NE

- Responsible for redesigning the company website, including the integration with CRM and introducing a new CMS
- Orchestrated the effort to produce a new corporate video for the company, including the creation of the script, hiring the team, and managing the production of the video.
- Lead the project to re-envision Gavilon's existing business platform myGavilon, including:

- Consolidated disjoint mobile applications and systems into a single cohesive web application that could be used on both mobile and web
- Coordinated with vendors to author a progressive web application version of the system
- Integrated with third-party tools like Twilio to provide customers with more robust communication methods like text and e-mail
- Integrated geolocation systems to provide a more robust user experience
- Created customer-facing accounting integrations to allow customers to extract and interact with their business data.
- Met regularly with customers to develop a deep understanding of their needs and desires to better construct our product plans and roadmap
- Worked with stakeholders in the business team to inform them of both customer needs and the performance of the product
- Coordinated with multiple internal and external development teams to execute on multiple projects.
- Managed our projects using agile development frameworks, and specifically practiced SCRUM.

Product Design Lead   December 2017 – June 2018

Bushel (formerly Myriad Mobile)

Omaha, NE

- Consult with customers evaluating their business needs to design and implement new features and subsystems
- Collaborate with the development team and design team to conceive, implement, and iterate on new features and products using agile methodologies
- Produce documentation, mockups, and artifacts to express customer needs effectively to the development team
- Maintain and curate our backlog to ensure that the team is always working on the most important tasks and problems
- Lead from the front by participating in the technical implementation of features and capabilities
- Ultimately responsible for our products meeting an exceptional level of quality for our customers from a user experience standpoint

Web/Mobile App Designer   November 2013 – December 2017

iNet Solution Group

Omaha, NE

- Designed and developed complex, feature-rich mobile apps, modern responsive websites, landing pages, and other web properties
- Worked collaboratively with clients and our developers taking a project from conception, through analysis, prototyping, visual design, and implementation
- Designed and collaborated with developers to execute customer requirements to meet the customers' business needs
- Created a design language consistent in application and across all company touchpoints (web, email, application)

- Monitored performance, analyzed reports, and created recommendations to ensure the clients' key goals were achieved
- Proposed workflow, UI, and front end code structure for FarmCentric Websites and improvements to the FarmCentric Admin CMS

Director of Interactive Services   June 2013 – November 2013
Snitily Carr
Lincoln, NE
- Directed the creation, development, and execution of interactive products for Snitily Carr and their clients
- Ensured strategic objectives were kept in focus, goals were met, and projects were completed on time and on budget
- Directed the interactive team of web designers and third-party vendors
- Created project estimations, met with clients, and directed the design and development of client websites

Internet Marketing Coordinator   May 2009 – June 2013
Boys Town National Research Hospital
Omaha, NE
- Acted as the liaison between the business and technical leadership to create a more collaborative and effective working environment between the teams
- Researched and offered recommendations for applying emerging technology to the hospital leadership
- Coordinated and managed multiple projects spanning multiple technologies including websites, video production, and intranet management
- Assisted in the development of online promotional and advertising materials for community events and additional marketing initiatives

Web Designer   January 2007 – January 2009
Blue Cross Blue Shield of Nebraska
Omaha, NE
- Designed, built, implemented, and managed the corporate website and subsidiary websites including several additional subject-specific websites
- Created interactive CDs for BlueHealth Advantage used for presentations and distribution
- Developed original iconography and graphics used across a portfolio of products and internal sites
- Produced print materials including posters, ads, and brochures

Marketing Project Coordinator   September 2004 – January 2007
ValueOptions
Norfolk, VA
- Built, implemented and managed two corporate website redesigns
- Designed, built and implemented corporate subsidiary websites including several additional subject-specific websites

- Created web materials including flash animations, QuickTime movies, and Podcasts
- Designed print materials including posters, ads, newsletters, brochures, handbooks, postcards, and invitations
- Trained employees throughout the company on design standards

PROFESSIONAL CERTIFICATIONS:

SAFe 5 POPM - Product Owner / Product Manager
SAFe 5 SP - Practitioner
CSM - Certified Scrum Master
CSPO - Certified Product Owner

PROFESSIONAL SKILLS:

HTML, CSS, JavaScript, jQuery, WordPress, WooCommerce, Joomla, SharePoint, Custom CMS systems, HTML emails, Adobe CC Suite, Microsoft Office, Google Docs, Slack, Facebook, Twitter, Youtube, Linkedin, Buffer, Google Hangouts, Go-To-Meeting Proficient with Mac and PC.

EDUCATION:

University of Nebraska-Lincoln
Bachelor of Fine Arts, Emphasis in Graphic Design