

# Daniel Munter

## Agile Product Management

✉ [hello@danielmunter.com](mailto:hello@danielmunter.com)  
🌐 [linkedin.com/in/danielmunter](https://www.linkedin.com/in/danielmunter)  
📄 [danielmunter.com](https://danielmunter.com)

---

NYC-based product manager turning good ideas into good software.  
Fluent in both human and geek.

---

### Experience



#### Senior Technical Product Manager

Drive vision and execution for Codecademy's content management system, enabling B2B customers and internal content teams to create highly interactive technical training experiences.



FAMILY OF CONSUMER COMPANIES

#### Product Manager, Web Marketing Platform

Product owner for J&J's customer web marketing platform powering a portfolio of 400+ brand.com sites across 100+ markets, delivering new capabilities at scale and serving 12MM+ customer visits per month while enabling both flexibility and consistency.

- Defined and executed platform roadmap, managed stakeholder demand and ensured alignment with high-level digital marketing and technology strategies
- Evangelized the product; acted as primary point of communication and feedback in a community of internal and external marketing and technology partners
- Enabled new ways of marketing such as personalization, optimization and omnichannel via collaboration and integration with other digital platforms (CRM, analytics, CaaS)
- Managed \$10MM+ annual budget, including business planning, vendor selection, expense tracking and cost allocation
- Oversaw team of 10+ product owners, business analysts and UX designers responsible for articulating requirements across multiple agile development teams (scrum, kanban)



INSTITUTE FOR  
INTEGRATIVE  
NUTRITION

#### Director, Software Product Development

Oversight of software product creation and maintenance at the world's largest nutrition school (35k+ paid students) as the company refocused on core educational activities.

- Acted as chief liaison between business leadership and technology teams, eliciting and articulating goals and solutions to ensure alignment of purpose among stakeholders
- Defined vision, roadmaps and KPI's for software products, maintaining constant advancement of company goals at every phase of the product lifecycle
- Coordinated engineering, design, content and business intelligence teams to provide coherent and delightful user experiences across the product ecosystem, as well as consistent backflow of actionable analytics data to business decision-makers
- Collaborated with senior management and tech leadership to anticipate staffing, resourcing and budgeting needs required for successful execution of product strategies

#### Product Manager, Virtual Classroom / LMS

Analysis, planning and development of core software products during a high-growth period (expansion from ~15k to ~30k paid students), during which the company's focus

broadened beyond education to multiple web-based wellness-related initiatives.

- Led discovery and requirements gathering (via user stories) for school's next-gen learning management system (LMS), spanning the student lifecycle from enrollment through active course consumption to post-graduation alumni experience
- Acted as product owner for multiple scrum agile teams implementing new custom LMS, defining and coordinating product backlogs for independent web backend, web frontend and native mobile app projects
- Oversaw launch of new LMS to students and staff, collaborating with sales, support and content teams to identify and enact course corrections based on user feedback

### **Project Manager, Web Marketing**

Project management for marketing initiatives and marketing workflow improvements as the school completed its transition from a brick-and-mortar to a fully online model.

- Coordinated designers, developers and marketers to create and launch landing pages and microsites with short timelines and strict deadlines
- Implemented and managed automated email campaigns; integrated automation tools into web and email activities to improve lead tracking and behavioral targeting



### **Freelance Site Builder & Video Editor**

Freelance web and video marketing projects for small businesses in Prague.

- Site strategy, CMS site setup and config, custom HTML/CSS theming
- Promo video editing, encoding and prep for web, CDN management



### **Webmaster & Video Editor**

Web and video manager at the head office of an international media production NGO.

- Web content management, HTML/CSS coding, webserver admin
- Video editing, media asset management, editing studio systems admin

## **Education**



### **BA in Philosophy**

Concentration in philosophy of science, minor in mathematics.

- Summa cum laude, GPA 3.8 of 4.0

## **About**

I am a [Certified Scrum Product Owner \(CSPO\)](#) and believe that an [agile development methodology](#) is the only way of building software that both gets things done and keeps all the relevant people happy.

I've lived in Europe for much of my life, including Poland, the Czech Republic, Germany and Spain. (The rest's been in DC, Philly and NYC.) I'm fluent in Spanish and German, and proficient in Czech. I love cooking, and have worked as a cook at a [children's summer camp](#) in southern Bohemia.

✉ [hello@danielmunter.com](mailto:hello@danielmunter.com)

🌐 [linkedin.com/in/danielmunter](https://www.linkedin.com/in/danielmunter)

👉 [danielmunter.com](https://danielmunter.com)