

# Daniel Munter

## Agile Product Management

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

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### Experience



#### Product Manager, Web Marketing Platform @ Johnson & Johnson, NYC

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.

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



#### Director, Software Product Development @ Integrative Nutrition, NYC

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

#### 2012–2014 Product Manager, Virtual Classroom / LMS @ Integrative Nutrition, NYC

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

2011–2012 **Project Manager, Web Marketing @ Integrative Nutrition, NYC**

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



2008–2011

**Freelance Site Builder & Video Editor in Prague, Czech Republic**

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



2006–2009

**Webmaster & Video Editor @ Search for Common Ground, Washington, DC**

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

## Examples

Please visit <http://danielmunter.com> to view work samples.

Technologies I have worked with include:

- **Drupal, React, JAMstack, Angular, iOS and Android** for building software
- **Google Analytics, Adobe Analytics and Tableau** for data and insights
- **Jira, Trello, Confluence and Roadmunk** for product backlogs and documentation
- **Microsoft Office, Microsoft Teams, Slack and HipChat** for documents and comms

## Education



2002–2006

**BA in Philosophy from the University of Pennsylvania**

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.

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