

James A Wilde

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I'm a product leader looking for opportunities to support and build solutions for the open web. I have been leading product delivery teams for over five years and for the past two years I've led ~30% of the Prod/Eng at Bluehost to drive industry-leading hosting experiences for customers to build, grow, optimize and market websites. We work primarily with WordPress as a content management solution for customers and I'm committed to WordPress as an open source solution and community, where I actively participate as a volunteer and speaker at numerous events each year.. I'm passionate about what I do and want to continue to help customers be successful online.

I tinker and execute on business and marketing ideas in my spare time as a volunteer Marketing Director at my wife's non-profit theatre company Grassroots Shakespeare Co and as Product and Marketing Consultant for TransplantHousing.com, a specialist in travel nurse housing.

Work Experience

- Group Product Manager (EIG/Bluehost) **June 2018-Present**
 - Set product vision for the onboarding and guidance related items needed for our customers to be successful. Usher in new microservices and technologies to support our platform to not just get customers published websites, but successful online presence via professional email, marketing tools, lead gen, e-commerce, and audience building. My pillar consists of 4 product managers and 6 scrum teams.
- Product Manager (EIG/Bluehost) **Jan 2017-June 2018**
 - Responsible for gathering and assessing business goals, market research, customer feedback, and other input to formulate product features, functions and requirements which offer competitive advantage; specifically around creating a new customer experience for novice WordPress users at Bluehost.
- Brand Program Manager and Brand Project Manager (Bluehost) **May 2014-Dec 2016**
 - Managed the day-to-day operations of the Bluehost design team and acted as the Scrum Master for one of our Brand Development teams. Supervisor of the Campaign Manager and Marketing Designer.
- Sales Manager and Retention Team Lead (Bluehost) **Jan 2011-Apr 2014**
 - Managed and led the top producing Sales Team.

Education

- MBA - Utah Valley University - General Management **Class of 2016**
- BA - Brigham Young University - Humanities, English emphasis **Class of 2014**

Skills

MBA. Project Manager Professional (PMP approved 2017). Certified Scrum Master. Certified Product Owner. Certified Scrum at Scale. MySQL, HTML, and CSS. WordPress. Atlassian, Google, Microsoft suites.