

# Nicholas Stone

SENIOR TECHNICAL PRODUCT MANAGER | PRODUCT STRATEGY | PRODUCT LIFECYCLE | ENTERPRISE PLATFORMS  
On-site • Hybrid • Remote — Relocation OK — West Coast Preferred | (206) 919-7711 | nicholasdavidstone@gmail.com  
[www.linkedin.com/in/nicholasdavidstone](https://www.linkedin.com/in/nicholasdavidstone) | DoD Secret Security Clearance

Portfolio: [www.nicholasdavidstone.com](http://www.nicholasdavidstone.com)

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## SUMMARY

Technical Product Manager with **5+ years in product management** and 10 years overall across **hardware and software**. Delivered **enterprise platforms for Nike and 84.51 (Kroger)**, including an **AI-assisted discovery workflow** that accelerated requirement definition by ~75% and produced 350+ traceable BRs. Earlier engineering and aerospace work supported **NASA and SpaceX programs**. Known for **0-to-1 delivery**, creating clarity from ambiguity, and aligning global teams.

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## SKILLS / TOOLS

**Product Leadership & Strategy:** Vision, Mission, Stakeholder Management, Product Lifecycle Management, Problem & Solution Discovery (Double Diamond), Market & Competitive Analysis, Prioritization, Business Requirements, Journey Mapping, MVP Planning, Roadmapping, Delivery, Agile (Standups, Backlog, Sprint, Demos, Retrospectives), Post-Launch Analysis, Growth Strategy

**AI, Data & Platform Technology:** Copilot, ChatGPT, OpenAI API, Gemini, AWS, Azure, APIs, MongoDB, React, Node.js, JavaScript, CI/CD, Microservices

**Systems Engineering & Hardware Ops:** Lean Manufacturing, Six Sigma, PLM, DFM/DFA, CAD (NX, SolidWorks, Rhino), Rapid Prototyping, BOM Management, ERP & QMS Alignment, 3D Printing

**Delivery, UX & Analytics:** Jira, Confluence, Smartsheet, Figma, Prototyping, OKRs & KPIs, A/B Testing, Conversion Optimization, Google Analytics, Meta Ads Pixel

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## CERTIFICATIONS / LICENSES

Product School **Product Management (PMC)** | Coding Dojo **Full Stack Software Development** Bootcamp (MERN) | Patent #10,834,901

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## EXPERIENCE

### Technical Product Management – Cascade North Technologies (NIKE x2, 84.51 (Kroger), and additional clients)

Jul 2021 – (4 Years); Completed all contract projects successfully; repeat clients and references on request.

**Nike (Tek Systems Contract)– Lead TPM Reporting to Principal Product Manager – Internal Tools Assortment Management Platform**

- **Led enterprise-scale digital product discovery team** for Nike's merchandising platform and operational tools supporting billions in annual revenue and 3000+ users, defining problem discovery artifacts such as vision, mission, and business case and journey map alignment for global teams across UX, Engineering and Operations and uncovering 10 JTBD based opportunities within supply chain, assortment, and order management workflows.
- **Built an AI-powered discovery system** transforming 30+ user/stakeholder interviews into voice of the customer (VOC) insights, themes, JTBDs, business requirements, engineering capabilities, and MVP definitions — delivering full end-to-end traceability and cutting discovery cycles by 75% across multiple global product teams.
- **Delivered 350+ traceable business requirements**, systematically grouped by 15+ capabilities to accelerate platform rebuild planning, MVP definition, and engineering workstream alignment for feature adoption.
- **Created an end-to-end AI-powered discovery training framework** adopted by product and research teams to standardize insight synthesis, improve requirement quality, and streamline discovery delivery timelines by 50% on the first project and 75% if repeated.

**84.51 (Kroger) (Tek Systems Contract) – Lead TPM Reporting to Director of Product – Ad Tech Omnichannel Platform**

- **Led an MVP commercial pod (12+ engineers, 2 designers, 1 agile lead) and coordinated 12+ partner teams** to build a modular SaaS omnichannel advertising platform as part of a multi-million-dollar investment—improving in-house platform control, simplifying legacy code dependencies, and strengthening customer experience.
- **Delivered 5+ cross team solution discovery artifacts** and defined product specifications (PRD), roadmap planning, 13+ epics, 50+ features, 150+ user stories, and agile ceremonies execution for the modular ad tech platform within 9 months, enabling GTM launch readiness.
- **Supported cloud setup, flowable business process modularity, containerization/microservice integration and CI/CD pipeline implementation**, enabling faster deployments, improved system reliability, and repeatability for scale.
- **Standardized and aligned team solution discovery and delivery processes** using Atlassian toolchains to triple engineering throughput from 15 to 45 pts, align with UX Prototyping and concept validation, and unify prioritization of feature adoption with the business, accelerating delivery of key ad tech features and saving millions in monthly risks.

#### **Nike (Rangam Contract)– Senior TPM Reporting to Senior VP – Internal Tools Omnichannel Order Management Platform**

- **Performed problem and solution discovery, defined the vision, and drove end-to-end cross functional delivery governance** of the Order Visibility platform on AWS, managing an eight-person engineering team through Agile sprints, sprint backlog management, and UAT to launch. Transformed a manual 3-hour lookup into a real-time, accurate data-retrieval system, reducing lookup time by 99%, saving ~350 hours per week, and achieving a +37 internal satisfaction post launch.
- **Partnered with UX, Engineering, and Business to redesign the platform experience** through retail-transit visualizations while driving Agile delivery and release readiness. Simplified onboarding, increased adoption, and reduced usability errors by 20% after scaling across four international markets.
- **Defined order-flow triggers and partnered with Engineering** to implement real-time operational dashboards, running iterative sprints and leadership reporting to drive adoption. Enabled departments to identify and resolve supply-chain inefficiencies, improving two-day order fulfillment by an estimated 27%.

#### **Product 360 – Senior TPM Reporting to CEO – B2B2C Consulting Platform**

- **Evaluated expansion feasibility into the MENAT region** and crafted a product strategy in Mural targeting the fastest-growing vertical — optimizing for time to market, scalability, and ROI for a \$12.5M TAM, providing leadership with a data-driven market entry decision.

#### **JSA Skincare – Technical Business Consultant Reporting to Business Owner – Growth, Ecommerce and Brand Management**

- **Built an e-commerce site** to enable online bookings and add-on purchases for aesthetician services, laying the groundwork for scaling earnings to a million dollar business.
- **Conducted an SEO audit, on-page optimization review, and keyword research** to strategize and deliver on a growth marketing roadmap, ranking #1 locally on Google and accelerating organic growth by 25% YoY.
- **Conceptualized and executed a go-to-market strategy** to boost lead generation by +10% through content creation, copywriting, and graphic design, culminating in campaign launches/management via paid social.
- **Increased funnel conversions** by 5x through channel optimization and site enhancements based on user insights, prioritizing budget effectiveness by shifting focus to organic after obtaining sustainable growth.

#### **Additive Jewelry – Technical Business Consultant Reporting to Business Owner – Business Development**

- **Identified and acted upon an unmet opportunity within the luxury goods space** with the advent of 3D printing consumer products, tapping into a \$700MM industry.
- **Researched** optimal 3D printers, commissioned a software supplier, and standardized the supply chain to automate custom CAD designs and SLA-printed wax models, reducing jewelry-design build timeline by 60%.
- **Led the go-to-market strategy** by creating a sales pitch, reaching out to prospective B2B clients, and expanding clientele via **product-led growth**, contracting over 75 projects within 12 months.

#### **Pacific Gem – Technical Business Consultant Reporting to Business Owner – Business Development**

- **Built a website, featuring a B2B2C acquisition loop**, to establish an online presence and to enable lead generation allowing the target audience to inquire about precious commodities, increasing conversions by 3x.
- **Led overhead reduction by 50% within 6 months** through large-scale, cost-saving strategies after analyzing 20 years of P and L data, identifying excessive spending from financial models, and recommending solutions for leadership execution.

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#### **Product Manager – Ascent Aerospace**

*Jan 2021 to Jul 2021 (7 Months) – Tech & Biz progression opportunity*

- **Drove monetization and aligned product portfolio sales strategy** to define, price, and build required for Fortune 100 B2B Department of Defense (DoD) aerospace companies, ensuring consistency in product offerings and branding for a \$15MM annual budget.
- **Built a data driven sales dashboard to capture leads and prospects** sorted by contract value and purchase intent; provided strategic direction and scaled across all account management departments; adopted company wide.
- **Reduced the end-to-end timeline from client quote request to delivery** by 80% from constructing an internal tool that passes forth project duration, operational costs, and manufacturing inputs for each stage of the development process.
- **Generated and delivered on a growth marketing roadmap** that includes new product release email outreach, social media lead generation, and aerospace B2B conference networking, increasing sales by an estimated \$250K YoY.

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#### **Product Manager Founder – Lander Leash**

*Aug 2019 to Jan 2021 (2 Years) – Expanded product into Tech & Biz*

- **Assessed the overall pet industry for growth trends, product demand, and target market** as well as the competitive landscape to validate business viability of a \$10M SOM.
- **Patented and launched a 0-to-1 multi-functional pet accessory MVP** after extensive user testing, prototyping, and design with a mission of getting animals outside more frequently for a healthier lifestyle.
- **Devised and executed a B2B2C growth strategy** by establishing an e-commerce website, partnering with pet stores and building out an Amazon FBA supply chain, garnering a 70x sales volume within 6 months post-launch.
- **Grew conversion rate 2x higher than industry average by retargeting leads** with Facebook pixel, analyzing user behavior heat maps with Hotjar, and identifying target user personas with Google Analytics to resolve user pain points.

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#### **Product & Project Engineer, Manufacturing – Janicki Industries**

*Mar 2014 to Aug 2019 (5 Years) – Offered promotion, leave for entrepreneurial venture and upstream PLM exploration*

- **Piloted a cross-functional pod model integrating design, manufacturing, and project management** to accelerate prototype-to-production velocity; scaled company-wide and grew pod revenue from \$2 M to \$5 M in one year.
- **Engineered 300+ CAD models and drawings** in NX/Unigraphics for large-scale metallic and composite tooling, applying GD&T, DFM/A, and tolerance analysis for precision fabrication on 100-ft multi-axis milling systems.
- **Aligned the operational digital thread across PLM, MOM, ERP, and QMS workflows**, improving configuration control, BOM accuracy, and change traceability from design through production.
- **Developed and scaled a high-temperature composite-tooling technology** adopted by major aerospace OEMs, achieving ~ 60 % cost reduction and ~ \$10 M annual savings across 12 product lines.
- **Applied Lean VSM principles on a 15-year DoD program under active Secret clearance**, leading 15+ engineers, technicians and program staff to eliminate bottlenecks and cut cycle time 15 % within six months.
- **Implemented an AS9100-compliant quality-management and corrective-action framework**, closing 25+ long-standing CAPAs and embedding continuous-improvement practices across operations.

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#### **EDUCATION**

**Washington State University** - B.S. Mechanical Engineering - Materials Science and Mathematics Minors