

RESUME

AGILE PRODUCT DEVELOPER. ENGINEER. LEADER.

AARON P WOODS

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OBJECTIVE

Seeking a Sr. Product/Program Management role that leverages a diverse technical background, strong communication skills, and leadership ability to continuously improve business processes, guide teams, and achieve scale. Mr. Woods is an engineer with 9+ years of experience in design, program management, and product development gained across various engineering and business environments. Aaron is a servant-leader, passionate about applying creative technologies to stimulate ideas and bring revolutionary products to market.

EDUCATION



**MS CERTIFICATE AGILE
PRODUCT MANAGEMENT**

Villanova University, 2018



**MS STRUCTURAL
ENGINEERING**

University of Texas-Austin, 2012



**BS CIVIL
ENGINEERING**

University of Florida, 2009



**BS PHYSICS
(DUAL-DEGREE)**

Jacksonville University, 2007

PROFESSIONAL EXPERIENCE



THE HOME DEPOT
Sr. Product Manager
Merchandising Technology

2018 - Present
Atlanta, GA

As a Sr. Product Manager at The Home Depot, Aaron has led several innovative products and teams to enhance the company's merchandising technology applications and business processes to enable multi-million dollar sales opportunities.

Store and Online Merchandising:

- Manages product team of 25 engineers, 3 UX, and 3 PM's to guide overall product development of the MyAssortment application used by Merchant Planners to execute SKU-store assortment changes and drive sales strategy.
- Partners with cross-functional stakeholders to develop innovative product strategies and technologies related to unlocking Regional Assortment capabilities across omni-channel sales systems (HD.com, OrderUp, ESVS).
- Attracts and retains top talent in the organization through on-site interviewing (40+ conducted) and mentoring PM's.

Vendor Collaboration - EDI Operation Support

In this role, Aaron led technology innovations for Home Depot's electronic data interchange (EDI) systems. His team stood up the B2B Toolbox application for EDI Operations Support -- net new software enabling faster resolution of vendor management issues.

- Reduced the mean time to resolution of support incidents by 60% yielding time, labor, and supply chain cost savings.
- Developed product strategy for execution against customer needs and business opportunities. Created and managed product roadmap, and established OKR's for measuring team hypotheses.
- Managed Agile Development Team of 6 engineers and 1 UI/UX designer.
- Coached and mentored product managers and team in value quantification, Agile, XP, UX, presentation, metrics strategy, problem exploration, dependency management, stakeholder management, iterative delivery, and more.
- Created team cadence for agile ceremonies including iteration planning meetings, backlog grooming sessions team retrospectives, and sprint reviews w/ stakeholders and customers.
- Compiled research findings into meaningful storytelling artifacts to educate business partners and development team.
- Wrote user stories, and organized product features according to core product functionalities (epics). Managed product backlog and groomed according to changes in software requirements and user goals/behaviors/needs/desires.



SKILLS & ABILITIES

Engineering Design	
Product Development	
Business Management	
Communication Skills	
Creativity & Innovation	
Motivating Teams	

PROFESSIONAL EXPERIENCE

**THE BOEING COMPANY**

Quality Engineer

*BCA, 777X Composite Wing Center***2015 - 2018****Everett, WA**

While at Boeing, Aaron partnered with internal engineering groups and global suppliers to integrate contractual and Boeing Quality Management System requirements into all aspects of design and manufacturing processes.

- Led the development of an IT system for Statistical Process Control (SPC) to replace manual robotic quality control processes accounting for \$62MM in labor each year. Quality insights, feedback, and corrective actions derived from this tool led to a savings of nearly 40 hours per unit, approximately \$630,000 in labor annually.
- Reviewed engineering and product-lifecycle specifications using ENOVIA, Catia V5, and other PLM tools.
- Developed verification & acceptance methodologies (what/how/when/how often) and integrated inspection plans into manufacturing execution system to ensure conformity to engineering specifications and regulatory requirements.
- Led cross-functional engineering teams (DE, ME, IE, R&D and NC Programming) to evaluate plan improvements and assess business cases. Presented data-driven insights and quality metrics to senior leadership and management.

**MAGNUSSON KLEMENCIC ASSOCIATES**

Structural Design Engineer II

*New & Existing Building Design and Construction***2013 - 2015****Seattle, WA**

As a Structural Design Engineer for one of the world's most elite structural firms, Aaron contributed to the building design and development of complex, globally recognized projects. He designed structural components and systems using analytical methods, finite element models/simulations and other analysis tools.

Amazon Headquarters: Seattle, WA**150 North Riverside Tower: Chicago, IL****Fashion Show Mall Expansion: Las Vegas, NV**

- Designed structural components using analytical methods, finite element models/simulations and other analysis tools.
- Established definition of product requirements and integrated structural engineering details into product design.
- Guided CAD/Revit drafters to communicate design intent and ensure engineering specifications were properly translated into construction documents.
- Relayed design strategy to peer reviewers through detailed engineering calculations and reports. Developed calculation packages in support of the permitting process in order to achieve city approval for design and construction phases.
- Coordinated with other engineering groups including architects and contractors to optimize design, fine-tune quantities, and establish construction methods.
- Performed detailed quality analysis of as-built/shop drawings and submittals throughout the product life-cycle to ensure product conformance to original design requirements and intent. Approved changes as needed.

**CARRASQUILLO ASSOCIATES, LTD**

Forensic Project Manager

*Materials, Construction, and Structural Repair***2012 - 2013****Austin, TX**

Aaron managed various forensic investigations in North and Central America. He applied root-cause analysis to derive solutions and determine appropriate action plans for assessing current and future structural (and material) deterioration. This required collaborating with various professionals including attorneys, technicians, and engineers to drive integrated schedules and ensure requirements and commitments of work agreements were materialized.

Analysis and Material Investigation of Bridge Pier Deterioration: Honduras**Modeling and Analysis of Cement Silo Roof Collapse: Miami, FL**

- Hired and managed small research team for 12-day failure investigation in Honduras.
- Organized and conducted field operations including data collection, physical sampling, material handling, photo documentation, and non-destructive testing to drive analysis and validate or disprove hypotheses.
- Leveraged advanced MS Excel and PowerPoint knowledge to analyze data and produce graphics highlighting key findings, enabling senior management to make cost-effective business decisions.
- Communicated with attorneys, technicians, and engineers to drive integrated scheduling and ensure fulfillment of investigation requirements and service level agreements.
- Presented engineering findings to senior leadership and briefed internal personnel for depositions.

RESUME - CONT.

RESEARCH EXPERIENCE



THE UNIVERSITY OF TEXAS at AUSTIN

Graduate Research Assistant

Texas Department of Transportation, Project #6348

2010 - 2012

Austin, TX

As a Graduate Research Assistant studying under Dr. Jim Jirsa, Aaron developed advance testing protocols for composite materials used in building construction and bridge technology.

- Created and advanced the Double-Punch Test (DPT) Research & Testing Program to establish quality assurance/quality control test protocols for Fiber-Reinforced Concrete (FRC) composites.
- Introduced new improvements to simplify test protocols and tools for end-users. Fabricated and tested 120 specimens to summarize data trends, reliability, and replication of testing process.
- Developed ASTM proposal for adoption of DPT as new and improved standard testing method for FRC.

START-UP EXPERIENCE



PODPAL

Founder & CEO

SaaS Software Development

2018 - Present

Atlanta, GA

In 2018, Aaron created [Podpal](#), the world's first all-in-one platform for podcast management.

- Manages team of 5 part-time engineers, 1 UX designer, and contractors responsible for building full-stack software.
- Conducted 40+ user interviews and testing sessions to gather feedback on user pain points, goals, needs, and desires.
- Developed personas, created journey maps, UX flows, and wireframes. Manages product roadmap and backlog.
- Launched beta website and managed marketing campaign for upcoming product launch.



LOOK'N4 MARKETING

Owner & Marketing Director

Integrated Online Marketing, Branding & Advertising

2016 - 2018

Seattle, WA

Aaron launched [Look'N4 Marketing](#) in 2016, a full-service marketing agency providing brand identity, graphic design, and web development services for small business in the \$1MM-\$5MM operating range. He's responsible for leading ideation phases of brand development, outlining marketing strategy, and providing creative solutions to build an online presence for his clients.

- Generated over \$12k in revenue in first year of business. Prepares sales proposals, estimates, and product demos.
- Designs [websites](#), and creates [marketing materials](#) using Adobe Creative Suite. Leads creative freelancers including UI/UX designers, web developers, and photographers to drive product development and ensure customer delight.
- Conducts brand audits, market research, and A/B testing to profile customers and optimize online marketing strategies.
- Manages project communications via Slack™ & Trello to track deliverables using Agile methodologies.

HONORS, AWARDS & PUBLICATIONS

- INROADS, Distinguished Business Leader, Alumni Spotlight, 2018
- Boeing Recognition for Cycle-Time Reduction, 777 FAUB Statistical Process Control Implementation, 2016
- Woods, A.P. "Evaluating Concrete with High-Performance Steel Fibers Using Double-Punch Testing." The International Conference on Construction Materials and Structures (ICCMATS), Johannesburg, South Africa, 2014.
- Woods, A.P. "Double-Punch Test for Evaluating the Performance of Steel Fiber-Reinforced Concrete." Master Thesis: The University of Texas at Austin, 2012.
- National Science Foundation (NSF), Graduate Research Fellowship Program, Honorable Mention, 2012
- The University of Texas-Austin, Graduate School Diversity Recruitment Fellowship, 2010
- ACI Foundation International, Richard N. White Student Fellowship, 2010
- University of Florida, 3.96 GPA, Summa Cum Laude Honors, 2009
- University of Florida, Tau Beta Pi, Florida Alpha Chapter, 2008
- Jacksonville University, Division 1AA Football Team, Defensive Captain, PFL Academic-All American, 2006/2007