

KEVIN OVERSTREET

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Product Manager

- Outcome-driven Product Manager with 3+ years of direct experience and 12+ years in technology leadership, skilled in agile methodologies, backlog management, stakeholder engagement, and cross-functional collaboration.
- Delivered measurable business impact by launching 46 major products and iterative features, driving 10K+ user growth, a 98% reduction in data errors, and saving \$80K annually through data-driven decision making.

WORK EXPERIENCE

Beatport • Logan, Utah / Remote

Beatport is the world's leading music marketplace for DJs, offering music downloads and streaming services, with over 200 employees and more than \$100M in annual revenue.

Product Manager

Jul 2022 – Mar 2025

Reported to the Director of Product as one of 5 Product Managers. Owned the full product lifecycle for mission-critical music ingestion and content management systems. Managed the development backlog for a team of 7 engineers to deliver valuable software solutions.

- Achieved a **98% reduction in data ingestion errors (from 5% to 0.17%)** within 12 months by defining the replacement strategy for Beatport's '**Music Ingestion System**'. Secured C-level approval and engineering budget, led an agile product discovery team to define requirements, and coordinated cross-team delivery, resulting in **increased platform reliability, reduced internal workload, and improved supplier confidence**.
- Streamlined Beatport's '**Content Management System**' by collaborating with internal customers to prioritize opportunities, create solutions, and deliver 14 efficiency improvements, **boosting Curator productivity by 20% (8 hours/week)** and **reducing Content Ops staffing by 40% (from 5 to 3)**.
- Led the creation of '**Lossless Audio Streaming**' by guiding an agile product discovery team to define requirements and coordinating delivery across 6 cross-functional teams. **Secured market competitiveness, delivered added value to existing customers, achieved a 2% reduction in subscriber churn within 6 months, and saved \$80K/year in cloud storage costs** by implementing lossless compression.
- Drove delivery and testing of '**Dynamic Release Pricing**' within 3 quarters to automate pricing based on release attributes, **reducing customer costs by up to 94%** (\$140 to \$9 for 100-track compilations) and **increasing release sales**.
- Migrated Beatport's '**DJ Web App**' from bare metal to Google Cloud within 3 months, **securing recently-purchased IP**. Drove project planning, backlog management, and team coordination to containerize core application components with Docker and Kubernetes, **enabling CI/CD best practices** and achieving a **zero-downtime migration**.

Alianza • Pleasant Grove, Utah

Alianza is a white-label Communications Platform as a Service (CPaaS) with over 500 employees, serving more than 200 local service providers across the US and Canada.

Product Manager

Sep 2021 – Jul 2022

Reported to the Director of Product as one of 6 Product Managers. Owned the full product lifecycle for a mission-critical VoIP calling platform. Managed the development backlog for a team of 8 engineers to deliver valuable software solutions.

- Drove **200% growth in end users (5K to 15K)** for new **'Business Cloud Communications'** platform by developing a product/market fit strategy. Delivered 7 key features within 3 quarters to **accelerate onboarding** and **secure public references** to drive future adoption and growth.
- **Enabled the onboarding of the largest customer to-date** by delivering a critical **'Managed Specialty Lines'** product within 6 months. Led product discovery, incorporated customer feedback, and guided a cross-functional team to develop and launch a streamlined calling solution.

Product Delivery Manager

Apr 2019 – Sep 2021

Reported to the Director of Product. Established and led a product delivery program, overseeing cross-team operations between 6 product teams and internal stakeholder groups (Leadership, Sales, Marketing, Onboarding, Customer Success, and Support), ensuring alignment, efficient delivery, and go-to-market readiness.

- Executed go-to-market enablement projects for over 40 product releases over 10 quarters by coordinating marketing, documentation, and training to **maximize customer adoption and value realization**.
- **Aligned product operations company-wide** by implementing Productboard and overseeing 6 Product Managers providing highly visible roadmaps and updates to internal stakeholders.
- **Accelerated cross-team development** by managing dependencies, leading weekly Scrum of Scrums meetings and overseeing operations to ensure critical cross-team work was prioritized efficiently.

Technical Support Manager

Jul 2017 – Apr 2019

Reported to the CTO. Managed 7 Technical Support Engineers handling 2,200 support requests per month, achieving a 97.6% customer satisfaction rating.

- Implemented KPI tracking to ensure high-quality service, achieving 91.5% SLA compliance and driving quarterly performance improvements.
- Scaled the Support department to handle a 66% increase in support tickets over 10 quarters by hiring staff and enhancing processes, ensuring continued service excellence.

CrowdEngine • Salt Lake City, Utah

CrowdEngine is a crowdfunding Software as a Service (SaaS) platform with 15 employees, providing white-label solutions to over 100 fundraising companies worldwide.

Technical Support Manager

Jan 2015 – May 2017

Reported to the CEO. Managed 4 Technical Support Agents handling 500 support requests per month, achieving a 98.1% customer satisfaction rating.

- Executed comprehensive onboarding projects for 51 new customers, configuring and customizing platforms to meet each customer's unique use case.

XMission • Salt Lake City, Utah

XMission is Utah's largest independent Internet Service Provider, with 50 employees delivering a suite of internet services to over 100K customers statewide.

Technical Support Manager

Oct 2012 – Jan 2015

Reported to the VP of Operations. Managed 17 Technical Support Agents handling 2,600 support requests per month.

- Implemented KPI tracking for agent performance, boosting support case tagging by 44% and leading to system improvements for common issues.

Technical Support Agent

Jun 2002 – Oct 2012

Reported to the Manager of Technical Support as one of 17 Technical Support Agents. Provided technical support via phone, email, and chat.

- Resolved Internet, web-hosting, email, and VoIP issues for 200+ customers monthly, ensuring satisfaction through empathy, troubleshooting, and communication.

EDUCATION

Bachelor of Science – BS in Philosophy

University of Utah

May 2010

SKILLS

Product Management Tools: Jira, Confluence, Jira Product Discovery, Productboard, Slack, Loom, Figma, FigJam, Lucidchart, Lucidspark, Miro, Asana, Postman, Sequel Ace, Terminal, Google Gemini, Google Suite, Microsoft 365

Data Tools: Google BigQuery, Zendesk Explore, Looker, Quantum Metric, Hotjar, Grafana

Product Management Skills: Agile & Scrum Methodologies, Competitive Analysis, Cross-Functional Collaboration, Customer Journey Mapping, Customer Research & Interviews, Data Analysis, Dependency Management, Documentation & Training, Feature & Backlog Prioritization, Go-to-Market Enablement, Lean Iterative Lifecycle Management, OKRs & KPIs, Process Improvement, Product Discovery & Delivery, Product Led Growth, Product Ownership, Product Requirements, Product Strategy & Vision, Prototyping, Risk Management, Stakeholder Alignment & Communication, User Testing, User Story Refinement

AWARDS

Employee of the Month, December 2020

Dec 2020

Alianza, Inc

Employee of the Month, October 2019

Oct 2019

Alianza, Inc