

# Ryan K. McDonald

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## Senior Product Manager | AI & Data Platforms

I turn ambiguity in AI and data platforms into tangible products and revenue. My superpower is aligning cross-functional teams and accelerating time-to-value for complex GTM strategies.

## Selected Impact

- Drove **\$10M+ in ARR growth** by defining a governance-first product strategy for AI/ML platforms at Splunk and Accenture, shifting focus from feature sprawl to a scalable architecture.
- Achieved **10x trial sign-ups** in 60 days by owning the launch of an AI coaching platform, from initial GTM experiments to product-led reinforcement learning loops.
- Reduced customer onboarding time **66%** by redesigning user activation flows and defining simplified API integration requirements.
- Rescued **\$5M in at-risk renewals** at Yahoo Edgecast by taking ownership of the technical roadmap and delivering critical geo-blocking and DRM features under a tight deadline.
- Lifted team velocity and product quality **40%** by mentoring PMs and embedding a data-informed decision cadence into the product lifecycle.

## Professional Experience

### Founder & Product Lead — Ascendvent LLC | Remote | 2024–Present

- **Validated** a core market need by conducting **50** user interviews and analyzing **15** competitors, defining the primary persona and V1 feature set.
- **Tested** initial messaging and user acquisition channels through targeted ad campaigns, achieving a **73%** click-through rate and identifying a primary customer segment.
- **Defined** the end-to-end product strategy, V1 roadmap, and GTM plan based on a comprehensive TAM/SAM/SOM market analysis.
- **Developed** a prototype landing page and concept video to test the core value proposition, generating an initial waitlist of **200** interested users

### Senior Product Manager — Splunk | Denver, CO | 2022–2024

- Increased content adoption **12%** by pivoting the product roadmap to prioritize governance-first onboarding features powered by ML insights.
- Secured a **\$500K investment** for the product line by authoring business cases that aligned executive stakeholders with a clear vision, roadmap, and GTM plan.
- Halved release cycles by embedding **BDD workflows** and optimizing Agile cadences across cross-functional teams
- Improved org efficiency **40%** by mentoring 3 PMs and introducing structured feature review loops

- Improved enterprise trial-to-paid conversion by streamlining first-time user workflows and simplifying role-based permissions
- Accelerated roadmap delivery by coordinating cross-functional dependency mapping across product, engineering, and GTM

#### **Senior Technical Product Manager** — Yahoo Edgecast | Denver, CO | 2021–2022

- Retained **\$5M in contracts** by shipping critical geo-blocking and live time-shift streaming features to solve urgent customer licensing gaps.
- Lifted feature adoption **25%** by using analytics and customer interviews to reprioritize the roadmap toward high-value, underserved use cases.
- Strengthened platform reliability by leading CI/CD automation improvements that reduced deployment errors **30%**

#### **Associate Director, Product** — Cognizant | Denver, CO | 2019–2021

- Led product strategy for a COVID testing platform, defining the API roadmap and data integration points to accelerate the public rollout **40% faster**.
- Improved user retention **20%** by leading the UX redesign of critical onboarding flows.
- Directed 3 PMs and 15 engineers to scale secure data APIs across healthcare and automation portfolios
- Advanced data security compliance by integrating HIPAA-ready APIs into healthcare platform rollouts, safeguarding patient records at scale

#### **Business Strategy Manager** — Accenture Strategy | Denver, CO | 2017–2019

- Generated **\$1.5M in ad-tech revenue** by launching a new analytics platform that achieved **75% adoption** across key media clients.
- Drove margin improvement by redesigning media buying workflows, increasing client campaign ROI **15%**
- Enhanced executive decision-making by delivering board-ready data visualizations that reduced reporting turnaround from weeks to days

#### **Audio/Video Engineer** — ESPN/Disney | Bristol, CT | 2015–2017

- Launched ESPN's **first HTML5 live streaming pipeline**, modernizing delivery from Flash and enabling playback across mobile and CTV devices
- Increased **ad impression reliability by 20%** by optimizing SSAI workflows and tightening encoding-to-delivery integrations
- Delivered **millions of concurrent streams without interruption** by engineering resilient broadcast pipelines and deploying automated failover systems

### **Core Competencies**

- **Product Strategy:** Product Vision & Roadmap, AI/ML Product Development, GTM Strategy, Data-Driven Prioritization, User Research & PMF

- **Execution & Delivery:** Agile & BDD Methodologies, API & Platform Integration, A/B Testing & Experimentation, Streaming & OTT Systems
- **Leadership:** Cross-Functional Team Leadership, Stakeholder Management, Executive Alignment, PM Mentorship