

## Ryan K. McDonald

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### Senior Product Manager

Product leader driving adoption and revenue across enterprise AI/ML platforms and startup innovation. Built expertise at the intersection of strategy and execution by scaling cross-functional orgs, launching AI-powered onboarding flows and now applying those lessons to founder-led 0→1 growth.

### Career Highlights

- Delivered **\$10M+ ARR growth** by defining governance-first AI/ML product strategies at Splunk and Accenture
- Drove **10x trial sign-ups in 60 days** by launching an AI coaching platform with GTM experiments and reinforcement learning loops
- Retained **\$5M in contracts** by shipping geo-blocking and DRM features under critical deadlines at Yahoo Edgecast
- Reduced onboarding time by **66%** through redesigned activation flows and simplified API integrations
- Improved team velocity and quality by **40%** through mentoring PMs and embedding a data-informed decision cadence

### Areas of Expertise

AI/ML Product Strategy • Go-to-Market (GTM) Strategy & Execution • Growth & Adoption • Onboarding Optimization • Agile & BDD Practices • Cross-Functional Leadership • Platform Scalability & APIs • Data-Informed Decision Making • Enterprise & SaaS Growth • Customer Retention & Renewals

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### Professional Experience

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

Launched and operated a solo product studio to design and validate an AI coaching platform. Owned customer research, MVP design and growth experiments directly to test demand and refine positioning.

- Generated **200-person waitlist** and **73% CTR** on pre-launch campaigns using prototype landing pages and concept video
- Defined V1 roadmap through **50 user interviews** and **15 competitor analyses**
- Refined messaging and growth levers via **10 targeted ad campaigns** over 3 months

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

Owned roadmap and adoption strategy for governance-first ML products, reporting to VP of Product. Directed a 20-person cross-functional org spanning engineering, design and GTM while mentoring 3 PMs. Secured \$500K+ in strategic funding, accelerated release velocity and scaled onboarding flows across enterprise customers.

- Boosted adoption by **12%** by pivoting roadmap to governance-first onboarding features powered by ML insights
- Secured **\$500K in SVP-approved funding** by writing business cases that tied roadmap strategy to GTM outcomes
- Delivered release cycles **50% faster** by embedding BDD workflows and optimizing Agile cadences
- Improved team efficiency by **40%** by mentoring PMs, formalizing feature review loops and aligning GTM/engineering orgs

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

Managed delivery of core video streaming features under critical deadlines. Partnered with engineering, QA and cross-functional PMs to retain enterprise contracts and improve platform reliability.

- Retained **\$5M in renewals** by shipping geo-blocking and live time-shift features under critical deadlines
- Increased feature adoption **25%** by reprioritizing roadmap using analytics and customer interviews
- Reduced deployment errors **30%** through CI/CD automation

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

Directed 3 PMs and 15 engineers to scale secure APIs across healthcare portfolios. Partnered with clinical stakeholders to accelerate delivery during COVID initiatives and reported outcomes to senior leadership.

- Enabled **40% faster rollout** of COVID testing platforms by aligning APIs and data integrations
- Improved retention **20%** by leading onboarding and UX redesigns
- Accelerated delivery by **1.5X in 4 weeks** by embedding data-informed prioritization cadence
- Enabled HIPAA-compliant product launches through secure API integration

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

Led product and strategy engagements for Fortune 100 media clients. Built AI-powered platforms, drove GTM adoption and scaled revenue impact across enterprise portfolios.

- Generated **\$1.5M in ad-tech revenue** with platform adoption of 75% across media clients
- Built **0→1 AI-powered operational intelligence systems**, enabling outage prediction 72 hours in advance
- Delivered **15% ROI lift** by redesigning media buying workflows
- Cut reporting turnaround from weeks to days with board-ready data visualizations

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

Collaborated with executives, PMs, QA leads and vendors (Google, Apple, Adobe) to deliver seamless broadcast experiences at enterprise scale.

- Supported **1M+ concurrent viewers** by leading cross-company broadcast collaboration
- Streamlined broadcast operations through cross-team alignment and technical delivery