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Re: Product Owner at Roadie

Nine Labs shipped a proprietary CRM and billing platform for internal operations. I built the requirements, owned the roadmap, and worked directly with engineering to keep it accurate and useful across a 20-person firm with clients like UPS and Fiserv. That is the closest analog I can offer to Roadie's billing and sender payment role. It is a closer match than it sounds.

The core skill Roadie needs here is translating messy operational and financial requirements into clear, prioritized work for engineers. That is something I have done across 40+ products over 30 years. My book, *Loops*, is essentially a codified version of that process. Hypothesis grids, validation loops, and structured prioritization are not theory for me. They are how I have worked since before most product teams had a name for it.

On the analytical side: I designed and ran a 169-response guest research program for my restaurant, scored NPS 53, and converted the findings into a 90-day operational plan. I built POS-integrated reporting and real-time kitchen throughput modeling inside PizzaCart. I am comfortable in data, comfortable in SQL, and comfortable asking engineering the right questions when I do not know something.

Roadie sits at the intersection of logistics, payments, and operations. That is a real problem space with real complexity. Billing accuracy, platform health instrumentation, and reducing manual operational effort are things I would actually care about getting right. Not because they are exciting, but because systems that handle money and logistics either work or they do not, and the cost of 'do not' is measurable.

I am remote-first, based in Atlanta, and available to start quickly.

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