

## Parker Rex / Software Product Manager

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### PROFESSIONAL SUMMARY

#### Delivery Dudes (Delray Beach, FL. 2014 - 2021)

##### VP of Product (Jan 2018 - June 2021)

- Grew company from 3 to 84 cities. Responsible for all product and engineering through acquisition to \$WAITR.
- Came up with a business/ architecture strategy for \$WAITR, Bytesquad and DD systems to integrate.
- Built a 10 person engineering team with a \$1.7M budget in less than 45 days.
- Designed wireframes and paired with an engineer to launch a beta automatic dispatching tool, beta dropping order times by 4%. Took us 21 engineering days.
- Wireframed, owned and launched a new consumer food delivery app, increasing conversion by 4% MoM and topline revenue by 3% MoM.
- Established relationships with Google to later own and launch an integration to increase overall order volume by 8% YoY. **60%** of new customers come through this channel.
- Wireframed, owned and launched a task oriented customer service tool reducing payroll by 40% and reducing delivery times by 5%
- Established and rolled out better development practices to improve productivity and product quality. Check out how I think about product on my [YouTube](#) or [website](#).
- Owned and launched data analysis stack to enable the entire company to make data informed decisions. Included Segment, Amplitude, and customer.io.
- Wireframed, built & launched a cross-platform restaurant app in 90 days. Decreased response times by 3s and saved 4 hours of each salesman's time in the field per week.

##### Product Manager (Jan 2016 - Jan 2018)

- Designed, and launched a cross sell recommender on web and native mobile increasing avg ticket by 9%
- Designed a new driver hire system. Reduced days to hire from 7 to 3.
- Reduced costs for routine data collection inputs (google places API) by 25% using IP geolocation for address collection.
- Designed and launched a new customer app moving 33% of company volume in 3 months.
- Designed and owned a restaurant shaping tool that uses isochrones to determine optimal food time.

##### Product Designer (Sep 2014 - Jan 2016)

- Designed driver app, defined a plan to collect driver feedback and rolled out across the organization to replace a whiteboard.
- Worked with restaurant users to understand their needs in a restaurant app. Designed restaurant application used by a portfolio of 2,000+ restaurants.
- Wireframed and designed an internal eCom tool using sketch.

#### [Product Management YouTube Channel](#) (Delray Beach, FL. 2020 - Present)

##### Content Creator

- Upload videos on product, growth, design and engineering.
- Met & hired 8 engineers through YT network

### EDUCATION

BS - Marketing, Florida State University

### ACCOMPLISHMENTS

#### YC Summer '19 Candidate

- Pitched gmail founder, Paul Buccheit - my idea was too capital intensive for YC.