

Dan Northington

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Professional Summary

Director of Product Strategy with proven innovation leadership delivering \$230M revenue responsibility and \$700K AI implementation savings. Cross-functional leader driving digital transformation across complex, regulated environments. Expert in systematic innovation lifecycle management, customer-validated product development, and AI integration within professional services transformation contexts.

Core Competencies

Innovation Leadership & Strategy	AI Implementation & Automation	Cross-Functional Matrix Management
Customer-Validated Innovation	Go-to-Market Strategy & Business Integration	Performance Metrics & KPI Development
Market Intelligence & Competitive Analysis	Regulatory Compliance Innovation	Enterprise Technology Integration
Agile Transformation Leadership	Stakeholder Alignment & Coordination	Change Management Excellence

Strategic Accomplishments

- ▶ \$230M annual revenue leadership with 70% YoY customer acquisition growth and systematic innovation governance
- ▶ \$700K annual cost savings through AI-powered automation and comprehensive technology integration
- ▶ 12 consecutive J.D. Power Awards for customer experience excellence and innovation leadership
- ▶ 85% team retention rate with 60% internal promotion success during organizational transformation

- ▶ 40% productivity improvement through cross-functional coordination and systematic innovation processes
- ▶ 21% YoY organic growth transformation through innovation lifecycle management and market validation

Professional Experience

Cricket Wireless (AT&T Subsidiary) | Atlanta, GA | 2012-2024

Director of Product Strategy & Experience Innovation

- Directed comprehensive innovation strategy from early discovery through go-to-market execution, delivering \$230M annual revenue with systematic customer validation and market fit analysis
- Pioneered AI-driven automation generating \$700K annual cost savings through strategic implementation, establishing governance frameworks for ethical AI deployment while maintaining regulatory compliance
- Led 16-member cross-functional innovation team across Product, UX, Content, and Engineering functions, implementing stakeholder alignment protocols resulting in 40% productivity improvement
- Launched tryCricket application through systematic innovation lifecycle management, generating 130K trials and 19K acquisitions via lean innovation practices and customer research integration
- Coordinated innovation initiatives with Marketing, Sales, and Operations teams, achieving 29% share of net new customers through digital channel optimization and competitive positioning
- Established comprehensive innovation measurement frameworks tracking customer engagement, time-to-validation, and revenue potential, resulting in 21% YoY organic growth transformation

AT&T Mobility | Atlanta, GA | 2004-2012

Senior Manager, Product Strategy & User Experience

- Led product strategy for enterprise knowledge management platform serving 120K+ employees, achieving Nielsen Norman Group Intranet Design Annual Winner recognition through systematic innovation
- Increased customer-facing digital performance 800% YoY through strategic product optimization, customer journey enhancement, and systematic conversion improvement methodologies
- Served as senior team member for major product launches (iPhone/iPad ecosystem), coordinating cross-functional go-to-market strategies with measurable market impact and adoption success

Education & Certifications

Professional Certifications:

- Professional Scrum Product Owner (PSPO I) - Scrum.org
- Professional Agile Leadership (PAL I) - Scrum.org
- Professional Scrum Master (PSM I) - Scrum.org
- Professional Scrum with User Experience (PSU I) - Scrum.org
- Evidence-Based Management (EBM) - Advanced Analytics & Measurement

Technical Expertise

Innovation & Product Platforms:

Jira Align, Azure DevOps, ProductPlan, Aha!, Confluence, Airtable

AI & Automation Technologies:

GenAI Implementation, Custom LLM Integration, Machine Learning APIs, Process Automation

Analytics & Intelligence:

Google Analytics 4, Mixpanel, Amplitude, Power BI, Tableau, SQL

Enterprise Architecture & Platforms:

Salesforce, ServiceNow, Microservices, REST APIs, Cloud Platforms (AWS/Azure)

Compliance & Governance Frameworks:

PCI-DSS, CCPA, FCC Regulations, AI Governance, Risk Management Systems

Awards & Recognition

- 12 Consecutive J.D. Power Awards - Customer Experience Excellence (2012-2024)
- Nielsen Norman Group Intranet Design Annual Winner - Innovation Leadership (2013)
- AT&T Summit Award - Digital Transformation and Innovation Excellence
- Multiple Digital Industry Awards - W3, Communicator, Davey (Innovation 2013-2017)