

# Trent Gillaspie

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## SUMMARY

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Results-driven leader with 15+ years experience in product management, design, and business development. Track record in building and growing product teams, driving innovation, and expanding market segments. Skilled in cross-functional team management. Passionate about fostering a culture of communication and collaboration.

## EXPERIENCE

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**Inspirato** - *Senior Director of Product Management, Growth*, Denver, CO Jan 2022 - Jul 2023

- Directed conceptualization, design, and delivery of Inspirato Select, Inspirato for Good, Inspirato for Business, and Invited products, driving a remarkable 15% QoQ new revenue growth within the hospitality industry.
- Developed and nurtured a high-performing team of 4 direct reports (junior to principal), fostering collaboration and an inclusive work culture, leading to recognition as the top people manager within the company.
- Established product life cycle, brief intake, and feature planning processes, enhancing equitable idea intake, prioritization, and delivery efficiency across 10 product and technical teams.

**Finish Line** Boulder, CO Aug 2018 - Jan 2022

*Lead Product Manager, Digital Experience (Jan 2020 - Jan 2022)*

- Directed and expanded digital product team, drove web success at Finish Line and JD Sports US, led payment method implementation for \$330MM annual revenue and onsite personalization yielding 15% higher conversion.
- Partnered with engineering leadership to implement and champion program increment planning activities, enhancing productivity, time efficiency, and cross-functional collaboration for all ecommerce workflows.

*Senior Product Manager, Loyalty and Omnichannel Technology (Aug 2018 - Dec 2019)*

- Strategically managed roadmap and processes to enhance omnichannel customer experience through emerging technologies in-store, mobile apps, and loyalty program expansion yielding additional \$80MM in annual revenue.

**Thought Industries** - *Director of Product*, Austin, TX Sep 2017 - Mar 2018

- Implemented Agile product management framework, driving operational efficiencies across high-volume customer-facing web platform for product, design, and engineering teams.
- Crafted 24-month product roadmap by conducting comprehensive competitive and market analysis, gathering customer feedback, and identifying low-effort high-impact opportunities to drive rapid growth.

**Rackspace** Austin, TX Aug 2014 - Sep 2017

*Senior Product Manager, Cloud Migration (Jan 2017 - Sep 2017)*

- Built and managed product design team, shaped product vision, and conceptualized customer migration platform user experience and optimization driving growth for the \$450MM Public Cloud business.

*Product Manager, Self Service and Cloud Networks (Aug 2014 - Jan 2017)*

- Launched critical security and scalability features, driving 7% YoY growth of \$13.2MM Cloud Networks portfolio.
- Led implementation of self-service Support Drawer product, resulting in annual savings of over \$3MM in support costs and earning the prestigious 2015 Gold Stevie Award in Customer Service.

**Judgmental Maps** - *Creator*, Austin, TX Jan 2013 - Dec 2018

- Created a cross-platform product and brand with a consistent monthly reach of over 1 million users.
- Achieved exceptional community growth of 1500% YoY through A/B testing and viral content creation.
- Utilized audience engagement to become best-selling book on Amazon, recognized as #27 Best Book of 2016, featured in Huffington Post, The Atlantic, Business Insider, Entertainment Weekly, and Fast Company.

**MapMyFitness / Under Armour - Brand Ambassador, Austin, TX**

May 2013 - Jun 2014

- Strategically identified multimillion-dollar partnership opportunities through research and consulting, fostering brand engagement by cultivating relationships with local running communities across the midwest region.

**Blackboard Inc., Denver, CO**

Mar 2010 - Aug 2014

*Product Manager, Mobile Apps and Chat (Jan 2013 - Aug 2014)*

- Increased mobile app adoption for Web Conferencing and Instant Messaging products by 17% YoY through user-focused feature integration, WebRTC implementation, and dedicated support.
- Coordinated cross-functional design, development, and QA teams on a global scale, overseeing activities for both iOS and Android platforms.

*Manager, Mobile Solutions (Mar 2010 - Jan 2013)*

- Nurtured vital customer relationships, propelling revenue growth by over 740% in two years.
- Attained CEO Club 2011 accolade, surpassing quota by 146% amidst challenging financial conditions.
- Pioneered Product Advisory Council and Accessibility Task Force leadership, while establishing the Mobile Users Group to amplify customer connections, prioritize enhancements, and drive innovation.

**Deloitte - Business Technology Analyst, Systems Integration, Denver, C**

Jul 2008 - Mar 2010

- Streamlined project management office activities for a telecom client's new billing system integration.
- Collected and oversaw product requirements for the design, development, and implementation of a large-scale statewide child support enforcement system.

**IBM - User-Centered Designer, z/OS, Poughkeepsie, NY**

May 2007 - Aug 2007

- Designed and prototyped a streamlined migration process, enhancing operator efficiency and time savings by nearly 26%, validated through user testing.

**Apple Inc. - Product Marketing, Higher Education, Troy, NY**

Mar 2006 - May 2008

- Generated targeted marketing programs and initiatives, driving a remarkable 35% increase in Apple revenues on a predominantly non-Apple campus over two years.
- Crafted diverse advertising assets including print, digital, video campaigns, and impactful marketing collateral.
- Earned the honor of presenting at the annual Apple conference, showcasing successful strategies for higher education events that correlate to amplified revenue growth with limited resources.

## **VOLUNTEER**

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**Edgewick HOA - President of Board of Directors, Austin, TX**

Oct 2016 - Mar 2018

- Managed \$800k budget and led strategic decisions for 300-unit community.

**Modern Guild - Industry Expert and Executive Mentor, Denver, CO**

Jun 2014 - Present

- Mentoring high school honors and college MBA grad students exploring jobs in technology.

## **EDUCATION**

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**Rensselaer Polytechnic Institute, Troy, NY**

Dual B.S. in Product Design and Innovation & Technological Entrepreneurship (Cum Laude)

Recipient of the prestigious Willie Stanton Award for contributing the most in service to the student body.

## **HONORS AND ACTIVITIES**

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Stand-up Comedy (semifinalist in Denver's Funniest), Web Design, Filmmaking, Hiking 14ers (10 of 58), Wine and Bourbon Enthusiast, Drumming, Baking, Radio DJ, Nike Running Team – 4:59 mile PR, 40:49 10K PR