

MAX STANDERFER

Product Manager

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SUMMARY

Product manager and platform owner with 7+ years turning complex software problems into outcomes that show up in client revenue and user behavior. At Five & Done, I own a Fortune 15 client portfolio built on an API stack handling 22+ million calls per day across 85+ consumers. My work covers both sides of the product spectrum: enterprise ERP platforms for Toyota and Lexus at national scale, and consumer-facing products like Fender's 800-article Resource Center, which I rebuilt into a conversion engine that drove 225% more trial subscriptions and 45% more sessions. I hold an A-CSPO certification, can go deep on technical integrations without losing the business thread, and do my best work when the product is early-stage and the roadmap needs someone to shape it.

CORE COMPETENCIES

Product Strategy & Roadmapping · Platform Workflows · API & Systems Integration · Agile / Scrum (A-CSPO)
Cross-functional Team Leadership · Enterprise Software · Data-driven Prioritization · Discovery & User Research · Pilot Program Development · Jira & Confluence · Figma · Postman / Insomnia · Swagger

EXPERIENCE

Solutions Manager

Sep 2025 – Present

Five & Done | Dallas, TX

- Manage a portfolio of enterprise solutions for Toyota and Lexus, built on an API stack serving 85+ consumers at 22+ million calls per day, overseeing a core ERP platform and three integrated applications sharing data and functionality across national HQ, regional offices, and external agencies.
- Led design and development of a regional office module that reduced the time required to manage monthly incentives by 20% across Toyota's national network.
- Own portfolio-level roadmap decisions, guiding resource allocation, delivery sequencing, and risk management across interconnected workstreams.
- Drive technical integration strategy across shared systems, ensuring each product delivers standalone value while supporting Toyota's broader operational objectives.
- Serve as primary liaison between Toyota stakeholders and cross-functional delivery teams, aligning priorities across multiple organizational tiers.
- Manage the business analysts department and partner with engineering and QA leadership to maintain consistent delivery standards across all workstreams.

Product Owner & Senior Business Analyst

Nov 2019 – Sep 2025

Five & Done | Dallas, TX

- Led Toyota and Lexus incentive strategy teams through a full platform migration from manual spreadsheet workflows to an automated cloud solution, cutting monthly planning and reconciliation time by 25% (50+ hours reclaimed per month).
- Identified additional downstream teams to consume platform data, securing new contracts and driving a 30% year-over-year revenue increase for the program.
- Rebuilt Fender's 800-article Resource Center with zero downtime, migrating their CMS to Contentful and integrating Salesforce e-commerce, driving a 225% increase in Fender Play trial subscriptions, 115% rise in e-commerce orders, 53% revenue growth, and 45% more total sessions.
- Designed and launched Jebi, a custom gamified platform for Samsung's ambassador program, managing 224 brand ambassadors and generating 6,837 pieces of content during a 14-week pilot while improving campaign management efficiency tenfold.

- Led Agile/Scrum teams across concurrent client workstreams, achieving 95% on-time feature delivery while maintaining quality in fast-moving environments.
- Supervised and mentored a team of business analysts on project execution, documentation standards, and professional development.
- Built and maintained stakeholder relationships at all levels, driving alignment on product vision and communicating outcomes clearly.

Junior Business Analyst

Oct 2018 – Nov 2019

Five & Done | Dallas, TX

- Gathered and documented requirements from stakeholders across business, design, engineering, and QA functions.
- Maintained documentation including business requirements, functional specs, test plans, use cases, and UX annotations.
- Supported user acceptance testing and facilitated stakeholder training sessions.

Implementation Consultant

Aug 2016 – Oct 2018

PDI Software | Dallas, TX

- Led end-to-end implementation of PDI Enterprise ERP at client sites, delivering projects 15% ahead of schedule with a 98% client satisfaction rate and achieving 100% system adoption within two weeks of go-live.
- Advised clients on solution configuration and workflow optimization, reducing operational costs by an average of 15%.
- Managed full client engagement lifecycle: software implementations, upgrades, troubleshooting, and training.

EDUCATION

Bachelor of Business Administration, Energy Management

2009 – 2013

University of Oklahoma | Norman, OK

CERTIFICATIONS

- Advanced Certified Scrum Product Owner (A-CSPO) - Scrum Alliance
- Certified ScrumMaster (CSM) - Scrum Alliance
- Certified Associate in Project Management (CAPM) - Project Management Institute