

# Darren Hewson

New Boston, NH 03070

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## SUMMARY

Passionate, energetic, and growth oriented software professional who applies creativity, collaboration, and teamwork to deliver high quality products that delight customers. Effective leader with a track record of taking products from ideas through to production and helping teams to optimize all phases of the product life cycle.

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## EXPERIENCE

### *Principal Product Manager, Zywave*

Bedford, NH — 2022-present

Moved into the product organization at Zywave to manage the portfolio of marketing products with approximately \$30m in ARR. This is a highly collaborative cross functional role working with Sales, Customer Success, Marketing, Support, Engineering, and User Experience. Utilizing product analytics, competitor analysis, quantitative and qualitative research to identify, define, and prioritize opportunities in the context of Zywave's broader product strategy and organizational objectives.

#### **Accomplishments**

- Instigated and managed the launch of an agentic AI product strategy spanning the Zywave suite.
- Helped the team to research, design, and build a new module for the Personal Lines insurance market, Collaborated with UX research to define the solution, with the UX design, and engineering teams to define a delivery plan, and with the product marketing and sales teams to launch the product.
- Designed and launched a data API into the insurance carrier market in alignment with Zywave's open architecture product strategy. Collaborated with analysts to define packaging and pricing, and with Marketing and Sales to create and execute a product launch plan

### *Director of Product, miEdge*

### *Senior Director of Product Development, Zywave*

Bedford, NH — 2016-2022

In 2010 I worked with 3 other founders to startup miEdge and to design and ship the first version of the product, in 2016 I joined full-time with the objective to drive growth through new product development initiatives. Over a three year period the company attained 40% ARR growth, and was acquired by Zywave in December 2019. Collaborated with the leadership team to define product strategy and priorities, had a hands-on role designing, developing, testing, and delivering products and features.

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## EDUCATION

University of Liverpool, UK — BA (Hons), Human Geography and Economics, 1986

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## SKILLS

### *Analysis and Design*

Requirements specification  
User centered design  
Sketching, wireframes and storyboards  
Use case and Business Process modeling  
Data and Class modeling

### *Languages and Frameworks*

Javascript

- React & React Native
- Node.js

 Dart/Flutter

### *Methods*

Lean/Scrum/XP  
TDD/BDD/Automated testing  
Continuous Delivery

### *Tools*

Jira/Confluence  
VS Code/Visual Studio/Webstorm  
Git/Github/Gitlab  
CircleCi/Jenkins/Travis  
Balsamiq  
Dovetail  
Heap  
Photoshop/Sketch  
MS Office



## Accomplishments

- Designed and delivered miEdge Property Casualty, a new product focused on providing high quality prospect data to insurance professionals. User base grew from 0 to 2300 users between Sep 2017 and Dec 2020.
- Designed and built the miEdge mobile app to provide a complementary mobile experience for the Property Casualty application.
- Added the miEdge Employee Benefits web and mobile products to replace miEdge's two original products, rounding out the product suite.
- Oversaw the integration of miEdge into the Zywave suite of products.

## *Vice President of Development, Meltwater*

Manchester, NH — 2013-2016

Promoted from Director, through Senior Director to VP of Development managing an organization of 100+ developers, testers and agile coaches in 20+ cross functional teams over 7 development centers on 3 continents.

## Accomplishments

- Oversaw delivery of Meltwater's next generation media monitoring solution. The platform ingests, enriches, and indexes 70 million documents per day from traditional and social media, and the application provides capabilities for brand monitoring, real time analytics, alerts, and customized reporting.
- Drove global adoption of solid engineering, test, and deployment practices to deliver high quality products.
- Lead an organizational transformation project focused on creating a high performance, highly empowered engineering organization with a devops/radical agility culture.
- Co-founded nh.js javascript user group in Manchester, NH

## *Vice President of Product Development, B2W Software*

Portsmouth, NH — 2011-2013

Responsible for the full development lifecycle of B2W's ONE construction operations platform, and 5 product modules. Provide leadership and coaching for cross functional teams of Product Managers, UX Designers, Software Developers, and Quality Assurance Engineers

## Accomplishments

- Fostered innovation through key collaborations with strategic customers, site visits, and requirements workshops.
- Led the development team through a transformation to agile methods and practices.
- Adopted user centered design and established a user experience function within the development team
- Re-imagined the quality assurance practices in collaboration with the development team, leading to shorter release cycles and reduced defect rates.
- Guided the team through the evolution of the product architecture to HTML5 with RESTful web services, and oversaw the design and implementation of an iOS/Android mobile application.
- Re-vamped the recruitment process and grew the development team from 12 to 30 staff members.

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## AWARDS

Patent US7178109 on Process/Viewer Interface

Chordiant Presidents Club (2008)

Certified Scrum Master (2007)

Outstanding Contribution Award (2005, 2006)

Innovation Award (2003)

Employee of the Year (1992)

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## Previous Positions

B2W Software - Product Manager (2010-2011)

Chordiant Software - Product Owner (2006-2010)

Chordiant Software - Principal Design Architect (2001-2005)

Prime Response - Business Systems Analyst (1998 - 2001)

Netg - Business Analyst (1991 - 1998)

Negretti Aviation - Systems Accountant (1989 - 1991)

Evershed and Vignoles - Management Accountant (1986 - 1989)

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## REFERENCES

Available on request

