# Anthony “Tony” Bordsen

Senior Product Manager | Enterprise Software & Platform Strategy |

Digital Commerce | AI & ML Optimization

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## EXECUTIVE SUMMARY

Senior product leader with 15+ years of experience owning software products and enterprise platforms, defining product strategy, and leading complex digital experiences. Brings deep experience translating customer needs, behavioral insights, technical opportunities, and business objectives into product roadmaps that improve discovery, engagement, conversion, customer satisfaction, and operational performance.

Leads cross-functional teams across Engineering, UX, Data, Operations, Marketing, and business functions from discovery through delivery and continuous optimization. Combines customer insight, experimentation, platform thinking, technical fluency, and AI-supported capabilities to solve complex problems, prioritize investment, and deliver scalable software experiences with measurable business impact.

## CORE COMPETENCIES

• Defines product vision, strategy, and roadmaps for enterprise software and digital platforms, balancing customer needs, business outcomes, technical considerations, and long-term platform opportunities.

• Leads cross-functional teams through discovery, prioritization, development, launch, and optimization, aligning Engineering, UX, Data, Operations, Marketing, and business stakeholders around shared outcomes.

• Translates complex customer and business problems into actionable product and technical requirements, partnering closely with developers and architects across integrations, data flows, dependencies, testing, validation, and release.

• Uses customer research, behavioral analytics, experimentation, feedback programs, and performance data to identify opportunities, challenge assumptions, prioritize investment, and continuously improve product experiences.

• Leads, mentors, and develops product professionals, providing strategic direction and coaching while creating opportunities for others to take ownership, grow their capabilities, and increase organizational impact.

## PROFESSIONAL EXPERIENCE

### Independent Product & Digital Consultant | April 2026 – Present

- Lead paid client engagements spanning product strategy, UX, analytics, accessibility, responsive design, search optimization, and conversion improvement, translating business objectives into actionable product and technical direction.
- Applied AI-assisted product discovery and rapid prototyping to accelerate research, requirements definition, technical analysis, solution design, and validation.
- Developed AI product strategies focused on use-case identification, opportunity prioritization, workflow automation, and implementation planning.
- Conducted hands-on product R&D and technical prototyping across digital and physical products, applying continuous discovery, feasibility analysis, systems thinking, experimentation, and testing to evaluate solutions.
- Managed client initiatives end-to-end from discovery and strategy through implementation and delivery, coordinating requirements, technical considerations, stakeholder communication, and solution validation.

### Senior Product Manager, eCommerce & Digital Experience Platforms |

### Legrand AV | 2021 – April 2026

Owned product strategy and roadmap for a B2B software and digital commerce platform supporting a broader ~$500M business ecosystem, with direct ownership of a ~$50M digital revenue channel and accountability for customer experience, platform performance, and business outcomes.

• Defined digital commerce product strategy, roadmaps, priorities, and release direction across product discovery, search, PLP/PDP, product information, pricing, availability, cart, checkout, order processing, and customer journeys.

• Led cross-functional product development across Engineering, UX, Data, Operations, Marketing, QA, and business stakeholders, aligning teams around customer needs, product direction, priorities, technical requirements, and measurable outcomes.

• Translated customer and business needs into epics, user stories, acceptance criteria, workflows, and implementation requirements while partnering closely with Engineering and UX throughout Agile delivery.

• Owned and prioritized product work in Jira, balancing customer value, business impact, technical feasibility, dependencies, scope, and delivery capacity while maintaining visibility into priorities and progress.

• Partnered with UX throughout discovery and solution development to evaluate customer journeys, experience requirements, proposed solutions, and opportunities to reduce friction across digital commerce experiences.

• Used customer feedback, behavioral analytics, A/B and multivariate testing, and performance data to identify opportunities, validate product decisions, and continuously optimize digital experiences.

• Led search, product discovery, personalization, recommendations, and guided discovery initiatives using Coveo, structured product information, attributes, specifications, catalogs, and taxonomy.

• Partnered with developers and architects across REST APIs, JSON, integrations, product data, Sitecore, Coveo, commerce logic, SAP-supported processes, and downstream systems to manage dependencies, troubleshoot issues, and validate solutions.

• Drove ~15% year-over-year improvement in development velocity for three consecutive years while increasing completed development and enhancement work by ~30% through stronger prioritization, workflows, automation, and cross-functional alignment.

• Owned Qualtrics XM customer feedback programs, combining qualitative feedback with behavioral insights to shape priorities and contributing to an improvement in CSAT from approximately 3.2 to 4.0+.

### Product Owner, Content Management Systems |

### Optum Innovation R&D | 2012 – 2021

Led product strategy and technical product ownership within an Innovation/R&D environment, translating emerging concepts and complex customer, business, and operational needs into roadmaps, requirements, platform capabilities, integrations, and scalable digital experiences.

• Defined product direction and roadmaps and translated stakeholder needs into capabilities, functional and technical requirements, user stories, acceptance criteria, workflows, and prioritized development work.

• Led Engineering, UX, Operations, QA, and business stakeholders through development, testing, validation, release, and ongoing product improvement in an enterprise healthcare environment.

• Partnered across technical and non-technical teams to identify requirements, risks, dependencies, integration needs, and implementation considerations while maintaining alignment on intended functionality and outcomes.

• Owned platform capabilities spanning metadata, taxonomy, search, workflows, content delivery, and scalable digital experiences, including platforms supporting digital signage environments.

• Directed integrations and cross-system data flows and worked with technical teams to troubleshoot issues and validate delivered functionality against defined requirements.

• Helped design and build the CMS platform used to manage and deliver visual content across Optum's flagship Experience Center, showcasing the company's technology and services to executives, government leaders, industry influencers, and investors.

• Recognized with Optum's annual "Make IT Happen" award as part of the select team honored for exemplary work designing and implementing the Experience Center.

## TECHNOLOGIES & PLATFORM EXPERIENCE

**Product Strategy & Delivery** | Product Vision & Roadmaps | Prioritization | Product Discovery | Requirements Discovery | User Stories | Acceptance Criteria | Gap Analysis | SDLC | Agile/Scrum | QA/UAT | Jira | Jira Service Management

**Technical Product & Integrations** | REST APIs | JSON | System Integrations | Source-to-Target Mapping | Data Transformations | Cross-System Data Flows | Technical Requirements | Dependency & Risk Management | Workflow Automation | Troubleshooting

**Digital Commerce** | eCommerce Strategy | Product Discovery | PLP/PDP | Product Information | Pricing & Availability | Cart & Checkout | Order Processing | Digital Merchandising | Customer Journey Optimization | Conversion Optimization

**Search & Content Platforms** | Coveo | Sitecore CMS | Enterprise Search | Search Relevance | Facets & Filters | Metadata | Taxonomy | Product Catalogs | Structured Content | Content Architecture | Digital Assets

**Customer Insights & Optimization** | Qualtrics XM | GA4 | Behavioral Analytics | A/B Testing | Multivariate Testing | CSAT | Event Tracking | Analytics Instrumentation | Personalization | Recommendations

**AI & Emerging Experiences** | AI-Assisted Product Discovery | AI Strategy | Rapid Prototyping | AI-Supported Search | Guided Discovery | Personalization

**Enterprise & Experience Platforms** | SAP-Supported Commerce | BrightSign | Digital Signage | Enterprise CMS | Platform Integrations | Slack Integrations

## ADDITIONAL PAST EXPERIENCE

**Technology Manager | Minnesota Vikings (NFL) | 2008–2012**

Managed digital engagement and event technologies, supporting high-visibility operations and vendor coordination during home game day events.

**Senior A/V Technologist and Project Manager | Graybow Communications | 2006–2012**

Led and project managed AV integrations, live event technologies, and technical teams supporting large-scale productions.

## EDUCATION

• University of Minnesota- Mankato 1999-2001

✦ Bachelor's Degree Coursework, Information Technology | Approximately 1.5 years completed

• Institute of Production and Recording- Minneapolis, MN 2002-2004

✦Audio Production and Engineering certificate | Two-year intensive program | 4.0 GPA

## CERTIFICATIONS

- Audio Production and Engineering Certificate
- Advanced Certified Scrum Product Owner (A-CSPO) – Scrum Alliance | 2021

## ENTREPRENEURSHIP, COMMUNITY & INTERESTS

• Co-founded and operated multiple small businesses and start-up ventures throughout my career, turning ideas into operating businesses across hospitality, music, and other entrepreneurial pursuits.

• Founded and operated an independent record label on Minneapolis' historic West Bank and co-founded and operated a recording studio housed in a 1926 cedar barn, supporting local artists and recording projects, including the first demo CD for Trampled by Turtles.

• Co-founded a mobile catering and beverage business built from a restored 1956 vintage camper, taking the concept from creation and launch through operation and ultimately selling the company for a profit.

• Hands-on builder, restorer, and problem solver with projects ranging from antique restoration to designing, engineering, and installing the solar panel array and supporting system for my home.

• Lead singer and songwriter for a local original band, reflecting a long-standing interest in music, creative collaboration, recording, and live performance.

• Volunteer youth sports coach across multiple seasons and served 2+ years in a board-level role for a community traveling basketball organization, including responsibility as webmaster and SportsEngine administrator.