

DAINEN BUTLER

Product Manager | Technical Project Manager

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PROFESSIONAL SUMMARY

Product and Technical Project Manager with 8+ years delivering SaaS platforms, API integrations, and communication systems in fast-moving, cross-functional environments. Experienced owning end-to-end delivery — from roadmap definition and requirements authoring through UAT and production release. Technical enough to hold my own in architecture discussions (Salesforce, Twilio, REST APIs, middleware orchestration); business-minded enough to know what is worth building. Track record of proposing solutions, securing executive buy-in, and driving outcomes in high-growth, resource-stretched organizations. Certified Scrum Master.

WORK EXPERIENCE

Safe Streets USA (ADT Authorized Dealer) · Technical Project Manager II

2024 – June 2026

Engineering org of ~20 developers · Lehi, UT · Managed ~10 concurrent platform initiatives across 3 pods

- **Messaging Platform:** Designed and delivered a Salesforce-triggered middleware orchestration platform processing ~10,000 leads per week — defined integration workflows, coordinated delivery across a 3-developer team, and achieved 99% message delivery rate against a 95% KPI
- **Platform Reliability:** Identified a critical reliability defect in a third-party orchestration layer (Knock), built the case for migration, obtained CTO sign-off, and re-architected to a custom middleware solution that restored platform stability within days
- **Compliance — EWC/TCPA:** Discovered that ~70% of leads lacked Express Written Consent and could not be legally messaged; independently identified the gap and designed two remediation paths — a targeted email campaign and an SMS keyword opt-in flow — expanding the legally messageable lead pool
- **Vendor Escalation:** Took over a stalled DNC compliance integration with PossibleNow, escalated directly to the vendor CEO to restart the engagement, and delivered the project; received formal VP recognition
- **ReviewMate Migration:** Led multi-platform integration replacing Podium with ReviewMate — rebuilt Salesforce trigger logic, integrated Twilio (SMS) and Resend (email) APIs, and coordinated directly with ReviewMate's engineering team to complete delivery under pressure
- **Scrum Leadership:** Ran Wednesday full-team standup plus twice-weekly pod standups across 3 pods (3–4 developers each); facilitated weekly backlog refinement sessions with the CTO and Dev Managers
- **Additional Projects:** Command Center inside sales app (Five9 + Salesforce + ADT SDK, reached pilot); Payables Automation (commission engine + web UI, requirements complete); At Risk retention system (Salesforce + ChargeOver + Middleware, shipped); Workday migration from UKG; ChargeOver billing integration

Simplii Telecom · Project / Product Manager

2019 – 2024

Engineering team of 9–10 developers · Salt Lake City, UT · Fusion product grew from hundreds to several thousand users

- **Product Ownership:** Owned the product roadmap for Fusion — a multi-channel communications platform (Chrome extension, mobile app, desk phones) built on Twilio — collaborating directly with the CEO to define priorities, originate features, and align delivery with business goals
- **Mobile App (0→1):** Led the build of the Simplii mobile app from the ground up — owned design definition, requirements, engineering delivery, and post-launch Voice of Customer (VOC) collection, feeding findings into iterative releases
- **CRM Integrations:** Built API integrations from scratch with Salesforce, HubSpot, Infusionsoft (Keap), and ActiveCampaign — defined call and SMS log structures, mapped data to leads and accounts, configured power dialer lead pulls and SMS blast targeting for each CRM
- **Customer Implementations:** Served as hands-on integration lead for enterprise onboarding — installed and configured the full Simplii stack, set up Netsapiens VoIP call routing, and resolved all technical issues on-site before departure; traveled to Florida for one high-value customer deployment
- **Roadmap & VOC Process:** Ran weekly CEO roadmap sessions: reported VOC gathered during customer implementations, facilitated competitive analysis, and translated findings into prioritized feature work; fast-tracked features for high-revenue accounts

- **Agile Delivery:** Established Agile/Scrum ceremonies from scratch with a cross-functional team of ~10 (including offshore developers) — ran daily standups, sprint planning, backlog refinement, retrospectives, and release planning

TKC LLC · Project Manager

2017 – 2019

Salt Lake City, UT

- Managed a \$300k end-to-end infrastructure deployment — site selection, electrical and HVAC contractor coordination, network build-out, and hardware procurement, configuration, and operations
- Reported directly to investors on financial performance, profit projections, and strategic direction; recommended and executed disciplined wind-down when market conditions changed

SKILLS

Product Management: Roadmap ownership, backlog prioritization, user story authoring, requirements definition, UAT / PAT, release planning, 0-to-1 product development, Voice of Customer (VOC), competitive analysis

Platforms & Integrations: Salesforce (admin, SOQL, flows, triggers, object management), Twilio (SMS, voice, 10DLC, short codes, keyword opt-in), Resend, Five9, Knock, Middleware / API orchestration, REST API design and integration, Webhook-based systems, HubSpot, Infusionsoft (Keap), ActiveCampaign, ChargeOver, PossibleNow, Lead Conduit, Trusted Forms

Compliance & Regulatory: TCPA / EWC compliance, DNC, SMS keyword opt-in flows, litigator screening, HIPAA-adjacent messaging constraints

Project Management: Concurrent workstream management (~10 simultaneous projects), milestone tracking, risk identification, resource coordination, cross-functional stakeholder alignment, executive reporting, vendor management, requirements gathering, UAT / PAT coordination, scrum master

Delivery & Methodology: Agile / Scrum (Certified Scrum Master), sprint planning, backlog refinement, retrospectives, cross-functional team leadership, release planning

Technical: SOQL, JQL, SaaS platform architecture, API integration oversight, Jira, Figma, Bitbucket, Workday, Netsapiens VoIP, Anthropic Claude AI (certified)

EDUCATION & CERTIFICATIONS

Associate of Science, Computer Science and Information Systems (CSIS) — Salt Lake Community College

Certified Scrum Master · Anthropic Claude AI Fundamentals · CompTIA Security+ · CompTIA Networking · Ethical Hacking · Data Forensics · Salesforce Administrator (hands-on)