

# Hayden Witt

## Senior Product Manager

✉ [hydnwtt@gmail.com](mailto:hydnwtt@gmail.com) ☎ 385.216.2672 📍 Bountiful, UT 🌐 [linkedin.com/in/haydenwitt](https://www.linkedin.com/in/haydenwitt)

### Professional Experience

#### Savi Solutions

##### *Senior Product Manager*

07/2024 - present

Bountiful, UT

- Led development of AI-powered computer vision products to track customers and vehicles across multiple cameras with 90%+ accuracy.
- Designed and launched real-time drive-thru monitor ("Flow Board") delivering live metrics and AI insights to frontline teams.
- Built scalable, enterprise-grade dashboards used by national brands to track KPIs, identify trends, and drive operational performance.
- Spearheaded backend database migration to support growing enterprise customer base (1,000+ locations), enhancing scalability and reliability.
- Played a critical role in unlocking multiple \$1M+ ARR deals by delivering high-impact product capabilities.

##### *Product Manager*

01/2022 - 07/2024

Bountiful, UT

- Conducted extensive customer discovery interviews and usability testing to guide product strategy and roadmap decisions.
- Built foundational dashboards and visualizations that would evolve into core enterprise tools.
- Designed and prototyped UX workflows for key user journeys; led a full redesign of the frontend experience and mobile app to improve usability and customer satisfaction.
- Defined product requirements and collaborated with engineering and design to bring features to life.
- Developed cross-functional processes to align Product, Engineering, Sales, and Success teams for faster delivery and better customer outcomes.

#### Digital Producer/Program Manager

09/2020 - 01/2022

##### *Skullcandy*

Park City, UT

- Served as primary liaison for digital projects across marketing, ecommerce, and operations, ensuring brand consistency and on-time delivery.
- Delivered new digital experiences including product drops, personalization tools, and platform integrations.
- Collaborated with artists to create custom artwork for limited-edition products, generating over \$500K in revenue within 7 months.
- Led successful transition to Jira as project management system, training cross-functional teams and establishing workflows.

## Education

### Bachelor of Science, Marketing

*University of Utah*

08/2017 - 05/2019

Salt Lake City, UT

- Graduated with 3.8 GPA, consistently on the Honor Roll
- Member of Business Scholars (competitive leadership development program)
- 2nd place in Super Bowl analytics competition (Over 100 student participants)
- 2nd place in non-profit advertising competition

## Skills

Data Visualization (Sisense, Domo, Tableau)

Product Strategy

Figma/UX Prototyping

Content Creation (Premiere Pro, Illustrator, Canva)

Project Management

GTM Strategy