

BARRY J. CROCKER

PRODUCT & OPERATIONS LEADERSHIP | AI-ENABLED WORKFLOWS | B2B SAAS

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EXECUTIVE PROFILE

Product and operations leader with 18 years of experience building digital products, improving complex customer journeys, and creating systems that help teams work more effectively. Brings more than five years in formal product roles and eight years of hands-on and leadership experience across support, implementation, and customer delivery in K-12 SaaS. Combines product judgment and operational leadership with extensive experience coordinating Product, Engineering, Implementation, Support, Sales, and Marketing teams, alongside hands-on AI workflow development, structured evaluation, and human-centered governance.

CORE CAPABILITIES

Product Strategy & Roadmaps | Product Discovery | Workflow Redesign | Rapid Prototyping | AI-Assisted Automation | Evaluation & Guardrails | SaaS Product Development | Product Analytics | Operational Excellence | Change Management | Training & Adoption | Team Leadership | K-12 EdTech

Platforms & Tools: n8n | LLM APIs | Structured Data & JSON Schema | Jira | NetSuite | Pendo | Microsoft Copilot | SharePoint | Adobe Commerce / Magento | AEM | Microsoft 365 | SFTP | API Integrations

PRODUCT & OPERATIONAL INNOVATION

- Built Project Beacon, an AI-assisted implementation risk prototype in n8n that evaluates structured project records, produces transparent risk assessments and recommended actions, and routes higher-risk work into a leadership review queue.
- Designed the connected human-review workflow and audit trail, used synthetic evaluation scenarios throughout the build, and corrected a data-mapping defect discovered through end-to-end validation.
- Built Project Atlas, a working AI-assisted content operations system in limited real-world use that generates governed social media campaigns from structured requests, with grounding controls, persistent review storage, and human approval workflows.
- Used structured evaluation scenarios throughout the build, iterated through three prompt versions, and achieved a final 49/50 evaluation score with no critical failures; continue to refine the system through feedback from its limited real-world use.
- Designed and built a working prototype of an AI-assisted product delivery repository at Wesco using SharePoint and Microsoft Copilot to convert feature documentation and video demonstrations into searchable release history, demonstrating a durable, self-service alternative to lengthy live product-demo meetings.

PROFESSIONAL EXPERIENCE

WESCO INTERNATIONAL

Manager, Digital Product | Mar 2022 - Jul 2026

- Led strategy and delivery for a unified enterprise B2B ecommerce platform, owning roadmaps, quarterly cross-team planning, sprint priorities, acceptance, and a biweekly release cadence.
- Ran discovery across 35 acquired businesses and their legacy systems; translated competing operational requirements into shared workflows and aligned Product, Engineering, UX, Analytics, Marketing, Adobe, and business leaders around scalable priorities.
- Improved cart-to-purchase conversion from 18% to 53%, increased average order value 53%, and reduced checkout load time 55% through customer feedback, analytics, workflow changes, and rapid iteration.
- Selected and led adoption of Adobe document authoring to replace AEM; created reusable components, governance, documentation, approval workflows, and training that enabled business users to publish responsive, accessible pages in hours instead of two-week development cycles.
- Rebuilt team routines, backlog quality, refinement practices, delivery confidence, and accountability after a period of leadership instability while prioritizing evidence-based customer-experience improvements.

INTRADO / WEST / SCHOOLMESSENGER

Product Manager, HouseCalls Pro | 2021 - Feb 2022

- Led discovery and launch of a next-generation healthcare messaging SaaS product, advancing from concept to beta in three months and a production-ready platform in eight months with a six-developer offshore team and cross-functional partners.
- Coordinated Product, Engineering, Design, QA, Implementation, Support, Sales, and Marketing around a customer advisory board and beta program, translating real-user feedback into product, onboarding, migration, enablement, and go-to-market improvements.
- Redesign campaign creation around a self-service drag-and-drop workflow builder, replacing staff-built campaigns and freeing implementation and support teams for higher-value work.
- Received the 2021 Sales MVP award for distinguished support of Sales and customers.

INTRADO / WEST / SCHOOLMESSENGER (CONTINUED)

Senior Manager of Operations (Implementation & Customer Delivery) | 2018 - 2021

- Led six direct reports and a sizable distributed organization spanning implementation, project management, design, content migration, and training; owned staffing and operating budgets, capacity and revenue forecasting, KPIs, and a substantial delivery backlog.
- Treated frontline teams and customers as workflow experts, using their feedback to redesign operating rhythms, quality standards, training, escalation practices, and career paths that improved delivery and employee retention.
- Selected Jira to replace NetSuite as the implementation project-delivery system, then designed the workflows, automation, dashboards, documentation, transition plan, and training used across implementation and design; the change materially improved throughput and delivery visibility.
- Established a weekly employee-led improvement forum and maintained a visible enhancement backlog, giving frontline users an ongoing voice in the design of workflows, tools, documentation, and automation.
- Built a self-sufficient leadership bench and integrated distributed U.S. and Canadian teams while maintaining timely delivery and strong customer relationships.

Support Services Supervisor / Project Manager, Custom Mobile Apps | 2013 - 2018

- Built a distributed content migration organization and the handbook, training curriculum, quality controls, and automation used to execute a large-scale school district website migration program.
- Managed a high-volume portfolio of white-label K-12 mobile app implementations, guiding districts through discovery, configuration, design, coordination, training, and go-live while significantly increasing monthly delivery capacity.
- Resolved high-risk district escalations by diagnosing the underlying workflow and trust failures, coordinating corrective action across teams, and rebuilding durable customer relationships.

Support Services Technician | 2013

- Started in frontline SaaS support and advanced into project management after three months based on performance, customer rapport, and an ability to understand both technical and operational problems.
- Troubleshoot SFTP-based student-data ingestion and voice, text, and email campaigns, gaining direct insight into district workflows, integrations, adoption barriers, and the needs of nontechnical users.

ENTREPRENEURIAL PRODUCT LEADERSHIP

EVIS CONSULTING / EVISTHRIVE

Co-Founder & Chief Technology Officer | 2011 - 2013

- Owned roadmap and delivery for a B2B entrepreneurship platform; led an offshore team and built training and mentoring workflows.
- Built interactive courses, mentor connections, business-planning tools, and investor-pitch experiences; co-authored The Organic Entrepreneur Economy.

KIDSTUBE.COM

Founder, CEO & Product Lead | 2008 - 2011 | Advisor through 2013

- Founded and scaled a family-friendly global video platform; owned product discovery, trust and safety, COPPA-aligned processes, technical operations, reliability, growth, partnerships, and revenue strategy before selling the business.
- Used direct feedback from children and parents to prioritize features, education content, contests, and community experiences while operating a rigorous pre-publication moderation workflow.

RECOGNITION & LEADERSHIP

Certified Product Innovation Professional (CPIP), Spark Engine | 2021 Sales MVP | Adobe AEM Customer Advisory Board | Co-Author, The Organic Entrepreneur Economy