

Larry Hackney

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Summary

Senior Product Leader with 8+ years of experience modernizing complex platforms across payments and order-to-cash ecosystems. Expert at translating executive vision into clear roadmaps, aligning cross-functional teams, and delivering measurable outcomes in high-ambiguity environments. Human-centered and operationally disciplined, known for simplifying complexity, setting clear expectations, and leading with integrity.

Experience

iPROMOTEu | *Senior Product Manager*

Mar 2024 – Mar 2026

- **System Rationalization:** Reduced platform defects by 40% by aligning identity, access control, and financial workflows into a unified architecture within iSuite, eliminating legacy Xebra dependencies.
- **Identity & Security:** Decreased support volume by 25-35% by consolidating authentication, KYC status, and risk signals into a single identity decision system. Led an MFA rollout achieving 100% adoption without degrading user performance.
- **Revenue Optimization:** Increased payment conversion by shifting 30% of transactions to a self-service portal, unlocking 5-8% upsell conversion at checkout and accelerating cash flow.
- **API Scalability:** Scaled vendor integrations by 2-3x through a vendor-agnostic ingestion framework using PromoStandards APIs; reduced onboarding time from 6 months to 4 weeks.

Productable | *Senior Product Manager*

Apr 2022 – Aug 2023

- **Methodology Overhaul:** Revamped the innovation lifecycle, driving a 10% increase in Innovation Review Requests (IRR) and a 12% boost in Advancement Approvals (IAA).
- **Engagement Systems:** Implemented a recurring engagement model that secured a 5% increase in IRR and an 8% rise in IAA by driving consistent user participation.
- **Workflow Optimization:** Improved communication clarity and response times, resulting in a 4% increase in IRR and a 7% boost in IAA.

Tend | *Senior Product Manager*

Nov 2021 – Apr 2022

- **Strategic Alignment:** Prevented up to \$500K in rework by resolving cross-border compliance conflicts early through structured alignment between Compliance, Engineering, and Product.
- **Growth & Activation:** Increased user activation by 27% by redesigning onboarding into a dynamic, state-driven experience aligned with international regulatory standards.
- **Retention:** Improved 30-60 day retention by 8% by eliminating disruptive post-onboarding compliance prompts and optimizing the early lifecycle funnel.

iPROMOTEu | *Senior Product Manager*

May 2021 – Nov 2021

- **Cloud Architecture:** Led the AWS re-architecture of the primary SaaS platform, increasing deployment frequency from monthly to biweekly and reducing release timelines by 2 months.
- **CRM Strategy:** Developed an Agile CRM platform that increased lead-to-close conversion by 6-8% and drove a 4% increase in ARR.
- **Operational Efficiency:** Defined an API roadmap that eliminated 60-70% of manual vendor touchpoints, saving \$150K in annual operating expenses.

USAA | *Senior Digital Technical Product Manager*

MAY 2020 - MAY 2021

- Spearheaded the development of a deposit accounts-focused mobile app feature, resulting in a 10% increase in adoption rates and a 25% reduction in related customer service calls.
- Delivered consecutive year-over-year sales growth, reporting 9% growth in 2021. Elevated Net Promoter and Member Satisfaction scores through strategic optimization and testing.
- Optimized storefront pages to boost application starts and revenue in the credit and deposit verticals. Resulting in increased engagement, revenue, and strengthened market position.

USAA, San Antonio | *Experience Owner*

OCT 2018 - MAY 2020

- Led a successful Human-Centered Design Workshop series, resulting in an 8% conversion rate increase and \$375k in additional revenue YoY.
- Designed a comprehensive dashboard for analyzing user data across car insurance, auto loans, and vehicle purchases. The insights led to a 12% improvement in overall product performance.
- Implemented an iterative A/B testing strategy for key product features, resulting in a 10% uplift in user engagement and a subsequent \$200k increase in quarterly revenue.

USAA, San Antonio | *Producer*

OCT 2016 - MAY 2018

- Led Research Workshops, resulting in 8% sales growth (\$250K equivalent). Streamlined project lifecycle for UX designs, with a 95% satisfaction rate and 20% faster time-to-market.
- \$150K cost reduction achieved through optimized resource allocation and 20% growth in digital channel deposits. Efficiently managed timeline and stakeholder engagement.
- Led cross-functional collaboration, resulting in the successful launch of three features. Achieved a 10% increase in customers holding both checking and savings accounts, contributing to YoY revenue growth of \$250K.

Certification

FEB 2024 CREDENTIAL ID: 1015864

[Scrum Fundamentals Certified \(SFC\)](#)

SCRUMstudy - Accreditation Body for Scrum and Agile

FEB 2024 - FEB 2027 CREDENTIAL ID: 1005475

[Scrum Master Certified \(SMC\)](#)

SCRUMstudy - Accreditation Body for Scrum and Agile

Education

FEB 2012 - MAY 2016

Art Institute, Austin - *Graphic Design*