

Fisher Ankney

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Experience

- Oracle** Remote
Product Manager March 2022 - February 2023
- Responsible for client self-service initiatives and operational tooling in Moat Analytics, a B2B SaaS solution for digital advertising campaign verification and attention measurement.
 - Architected and led the execution of a multi-team effort to unite a suite of seven operational web applications into a seamless and prescriptive client-facing experience. Analytics of initial self-service usage among buy-side brand and agency clients reflected an increase from 35% to 60%, saving an estimated 4 FTE / week in administrative and technical support.
 - Built consensus among a diverse group of internal and external stakeholders on feature parity requirements of an interactive data dashboard by focusing on critical use cases. GA release of the dashboard allowed for the deprecation of several legacy data services and tools, saving an estimated \$300K/yr in data and hosting costs.
 - Main point of contact for the PM and GTM teams to a cross-organizational product analytics department, responsible for defining and prioritizing product analytics requirements including leading the migration from Google Analytics to a homegrown alternative.

- capSpire** Remote
Product Manager May 2020 – February 2022
- Responsible for driving the vision of Gravitare Best Buy and Dispatch B2B SaaS solution by defining product requirements and breaking down abstract problems into a backlog of actionable user stories.
 - Accountable for the final signoff of all software releases, responsibilities include final QA testing, conducting UAT and client training, as well as writing and distributing release notes and documentation.
 - Served as a statistics and machine learning SME by researching, prototyping, and approving various quantitative features, including novel fuel demand forecasting and purchase optimization algorithms.
 - Highly engaged in the GTM process by providing product demos for sales, leading cross-organization training, and acting as a technical resource for internal marketing and customer success teams.

- Oklahoma State University** Stillwater, OK
Statistics Instructor August 2018 – May 2020
- Instructor of record to large auditorium sized sections of STAT 2023 - Elementary Statistics and STAT 2053 - Statistics for the Social Sciences; responsible for all lectures, assignments, and evaluations.
 - Recipient of the Outstanding Instructor of 2019 Award for highest ratings from both pupils and faculty.

- United States Geological Survey** Fort Collins, CO
Data Analyst May 2015 – May 2017
- Scientific data analysis and experiment design using statistical models including various Generalized Linear Models, ANOVA and MANOVA methods, and categorical analysis using R, Python, and SQL.

Education

- Oklahoma State University** Stillwater, OK
Master of Science, Statistics, 3.80 GPA May 2020
- Recipient of the Outstanding Masters Graduate Award of 2020 for highest departmental achievement.
- Colorado State University** Fort Collins, CO
Bachelor of Science, Geology c. Geophysics, 3.72 GPA May 2016
- Recipient of the Honor Senior of 2016 Award for highest departmental achievement.