

MILES BARDEN

Senior Product Owner | Technical Product Manager

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\$2B Revenue Scope • 50M Annual Visitors • 3-Mo AI Launch (50% faster) • 10% CVR Lift • \$800K EBITDA

High-impact Senior Product Owner and digital systems strategist with 12+ years of progressive leadership at Tire Rack (\$2B revenue, 50M annual visitors). Manages the digital retail product roadmap and represents retail technology priorities on the executive Technology Steering Committee. Proven track record taking complex platforms from concept to production—including launching a high-converting retail AI Agent in 3 months (10% mobile CVR lift), architecting a bespoke CRM with real-time CTI telephony screen-pops, and modernizing legacy IBMi backends into cloud-ready Order & Payment APIs. Adept at leading cross-functional squads (Web, Innovation, IBMi, UX), translating ambiguous business problems into consumable Epics and User Stories, and mentoring engineering leaders into Agile Product Owners.

CORE PRODUCT & TECHNICAL COMPETENCIES

Product Strategy & Delivery: Roadmaps, Agile/Scrum (CSPO), Epics & Stories, Acceptance Criteria, RICE/OKRs
AI & Operational Systems: Generative AI Agents, Agentic Commerce (UCP/ACP), Real-Time CTI, 1st-Party Privacy
Enterprise Modernization: Legacy IBMi (AS-400) to REST APIs, Payment APIs, PCI-DSS (SAQ A), Order Systems
Governance & Leadership: Technology Steering Committee, Cross-Functional Squads, Change Management, Mentorship

PROFESSIONAL EXPERIENCE

Director of Customer Experience / Senior Product Owner | Tire Rack Nov 2025 – Present

Steer the retail digital product roadmap for Tire Rack (\$2B revenue, 50M+ annual visitors) and represent retail priorities on the executive Technology Initiative Steering Committee. Lead cross-functional engineering squads across Retail, Innovation, IT, Web, UX, and IBMi core backend.

- Enterprise AI Agent:** Slashed delivery timeline by 50%, taking the enterprise retail AI Agent from concept to production in 3 months against a 6-month corporate goal; scaled to 50K+ live impressions/day.
- Conversion Impact:** Delivered a 10% CVR lift on mobile and 5% on desktop in initial product detail page (PDP) A/B testing across core vehicle fitment surfaces.
- 1st-Party Architecture:** Migrated live chat to 1st-party infrastructure within the AI platform, bypassing 3rd-party cookie restrictions to ensure seamless chat access for privacy-conscious shoppers.
- Product Mentorship:** Successfully handed off day-to-day AI agent product management to an Innovation Team dev manager, providing structured 1-on-1 coaching in Agile Product Ownership principles.
- "Simple CRM" Platform:** Spearheading product architecture and delivery of bespoke CRM with real-time CTI screen-pops surfacing customer purchase signals and fitment before call pickup, pivoting team from reactive order-taking to proactive relationship selling.
- Legacy Modernization (IBMi):** Partnered with Web and IBMi engineering teams to integrate modern Order Creation and Tokenized Payment APIs into the CRM, retiring legacy green-screen workflows with zero transaction downtime.
- Agentic Commerce:** Leading exploration of UCP/ACP protocols; collaborated with IT to architect a middleware layer isolating near-term agentic transaction capabilities from core payment dependencies.

Director of Customer Experience, Mobile Installation | Tire Rack Apr 2024 – Nov 2025

Led product and operational strategy for Tire Rack Mobile Installation (TRMI) through a strategic restructuring that consolidated 43 standalone locations into 28 co-located Discount Tire stores (DTMI) and 10 focused TRMI markets.

- P&L & EBITDA Impact:** Drove \$800K in combined EBITDA improvement Y/Y: \$400K via pricing model optimization and \$400K through telecom/software spend reduction via account consolidation and PCI-compliant shared-device deployment.
- Enterprise Partnerships:** Scoped and delivered digital workflows and service integration for national fleet partnerships with Tesla (mobile installation), AAA (member benefit), and Waymo (autonomous fleet tire coverage).
- Design Systems & Automation:** Designed simplified Treadware desktop and native Android technician interfaces in Figma; eliminated 100+ hours/week of manual overhead via workflow automation. Led an internal Figma professional development series.

Head of Product, Mobile Installation | Tire Rack

Mar 2023 – Apr 2024

Owned the TRMI internal tooling product roadmap end-to-end: technician mobile applications, scheduling logic, and operational workflows.

- **Design System Delivery:** Designed the technician-facing Android app UI in Figma, establishing a modular design system that accelerated development handoffs and reduced sprint iteration cycles.
- **Roadmap Prioritization:** Aligned product roadmap prioritization to department-level goals and OKRs, requiring each initiative to define a measurable improvement target with a specific timeframe.
- **Frontline User Research:** Conducted ongoing field research with frontline technicians and regional operators, translating operational bottlenecks into high-value backlog stories and rapid defect resolutions.

Customer Care Manager & Product Owner (Treadware) | Tire Rack

Aug 2021 – Mar 2023

Scaled TRMI customer care operation from 3 reps serving 6 locations to 12 reps and 2 ASMs across 43 locations, while simultaneously serving as Product Owner for Treadware (custom work order platform).

- **0-to-1 PRD & Architecture:** Authored PRDs and led 0-to-1 product definition for Treadware from ground up, partnering with PlatformStud.io and Innovation team to advance from concept through Figma designs to national launch.
- **Distributed Operations:** Launched Arizona-based team to enable standardized 8–5 schedules across all employees while maintaining full 8 AM – 8 PM ET customer coverage.
- **Scalable SOP Foundation:** Built the organizational foundation for rapid scale: 2-week new hire onboarding program, comprehensive SOP library, and rewritten support procedures that maintained quality through 7x location growth.

EARLIER CAREER

National Training Manager, Mobile Installation | Tire Rack

Oct 2019 – Aug 2021

Built TRMI technician training program from scratch; developed curriculum, delivered classes directly, and hired/coached 3 trainers, contributing to a significant reduction in customer concessions.

Retail Store Manager | Tire Rack

Jul 2015 – Oct 2019

Led high-volume store operations; built first formal sales and installation SOPs; created staffing models that reduced service disruption during peak seasonal periods.

Assistant Store Manager & Retail Consultant | AT&T

2011 – 2015

Sold consumer and business solutions in quota-driven environment (Advanced Business Certification 3x); promoted to ASM, coaching sales teams and running store operational cadences.

TECHNICAL & PLATFORM PROFICIENCY

- Product & Agile Tools:** Jira, Confluence, Figma (Design Systems), Azure DevOps, Epics & Stories, Backlog Refinement
- Systems & Protocols:** REST APIs, Real-Time CTI Telephony, IBMi / AS-400, Postman, UCP/ACP Protocols, PCI-DSS (SAQ A)
- Data & Analytics:** SQL, Adobe Analytics, Tableau, Advanced Excel (XLOOKUP, Pivots)
- AI & Automation:** Claude Code, ChatGPT, Gemini, Prompt Engineering, Agentic Workflows
- Programming:** Python (working proficiency)

EDUCATION

Indiana University South Bend

Bachelor's Degree, General Studies

University of North Carolina at Charlotte

Coursework in Mechanical Engineering

Note: Mechanical engineering coursework provides direct technical grounding for automotive systems, vehicle dynamics, and telemetry platforms.