MIKE MADISON · PRODXP

What I ran, and what I built

The titles moved around. The building never stopped.

WHAT I RAN	Developer	Graduate Assistant, then Account Director	Director, Product Architecture	VP, Product Development	Head of Product	Senior Manager	Principal Product Manager	VP of Product	Founder
WHAT I BUILT	PHP · MySQL	Budgets, casework, client accounts	SQL at scale · .NET · iOS	MMIS, 2015 · published database research	Integrations and partner APIs	400+ technical engagements	Identity, access, entitlements	Platform rebuild · AWS to GCP	Java · Go · Python · TypeScript · MCP · evals

01 The craft years 2002 — 2006

2002 — 2006

Developer

Freelance

Applications and technical services for small businesses and a university.

Paid to build at 17 PHP · MySQL `Macromedia Certified Web Developer · 2002`

02 The other side of the table 2006 — 2008

2006 — 2008

Graduate Assistant, then Account Director

Georgia College · U.S. Senate · HHB

MBA while assisting the VP of Business and Finance. Constituent services for a U.S. Senator. Then account director at an advertising agency.

MBA, 2007 Budgets, casework, client accounts `Georgia College & State University · 2007`

03 The consent product 2008 — 2013

2008 — 2013

Director, Product Architecture

PossibleNOW

Conceived and shipped a consumer consent platform from a blank page. Still sold today, cited in Gartner market guides.

Fortune 200 adoption SQL at scale · .NET · iOS `Résumé · PossibleNOW`

04 The budget and growth years 2014 — 2018

2014 — 2017

VP, Product Development

SAI Global

Ran product for a governance, risk and compliance platform sold to regulated buyers.

30 people, $4M budget, first for strategy MMIS, 2015 · published database research `VP · Sep 2016–Jan 2017`

2017 — 2018

Head of Product

FieldEdge

Rebuilt pricing and the roadmap around what contractors would actually pay for.

$800K to $4M, $20M to above $100M Integrations and partner APIs

`Advent International + Clearent · Mar 2018`

05 The platform layer 2018 — 2021

2018 — 2019

Senior Manager

Aha!

Advised product and engineering organizations on architecture, adoption and measurement.

400+ organizations in 18 months 400+ technical engagements `Résumé · Aha! 2018–19`

2019 — 2021

Principal Product Manager

Acoustic

Shipped identity and access as one shared layer through the separation from IBM. Owned none of the seven products it served.

7 products, 15,000 users Identity, access, entitlements `Résumé · Jan 2021`

06 The build years 2021 — 2026

2021 — 2022

VP of Product

Westhill

Employee #11. Built the product function, then rebuilt the platform and changed clouds without downtime.

Engineering 5 to 30+ in six months Platform rebuild · AWS to GCP `VP of Product · Jan–Aug 2022`

2022 — 2026

Founder

ProdXP

Client work in insurtech, fintech, capital markets and media. Everything built by hand.

6 products shipped solo Java · Go · Python · TypeScript · MCP · evals `Résumé · ProdXP`

Certified as a developer one week before my eighteenth birthday. Still writing production code. `Macromedia Certified Web Developer · 2002`

`prodxp.com`