

## Colin Haley

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### Experience

**Boomi**, Remote

**Sr. Manager, Product Led Growth & Trial Experience**

10/2023 – Present

- Manage a team of 5, focused on increasing user experience through enhanced data.
- Maintain Product Led Growth and Trial experience roadmaps and RACI.
- Ongoing ownership for pay-as-you-go operational support.
- Ownership of new customer-behavior focused data layer and integration into existing infrastructure.
- Coordinate with Product and Engineering leadership to expand Boomi's Product Led footprint.
- Host regular company-wide enablement sessions around Product Led roadmap to increase adoption.
- Presently Quarterly Business Review for Product Led efforts to ELT.

**Boomi**, Remote

**Manager, Product Led Growth Operations**

01/2021 – 10/2023

- Managed a team of 7 including sales operations, analytics, content creation, and business intelligence.
- Defined routing and handling for Product Qualified Leads to acquisition and success teams.
- Implemented Pendo across multiple Boomi products for behavior-based analytics.
- Created workflows for behavior-based ISR and success outreach, lowering churn by 10% and increasing trial conversions by 8%.
- Established SLAs and benchmarks for prospect engagement, working closely with the sales and marketing organizations.
- Built operation support for newly implemented pay-as-you-go model from cash application to customer upsell.
- Met with senior leadership regularly to ensure alignment with broader product led growth strategy.

**Dell Boomi**, Remote

**Sr. Integration Engineer**

02/2018 – 01/2021

- Explore new technologies for use with integration partners such as Snowflake, IFS, Thru, and others.
- Developed proofs of concept for clients using multiple endpoints across Boomi's connector library.
- Responsible for highly detailed internal documentation, as well as less technically oriented client-facing.
- Published How-To articles on public facing Boomiverse.
- Created dozens of reusable packaged solutions to be used on Boomi Discover.
- Coordinate with other Dell lines of business to move their integration platforms to Boomi from competitors.

**Susquehanna International Group**, Bala Cynwyd PA

**Sr. Production Engineer**

10/2015 – 02/2018

- Manage changes and upgrades to Production and Development Nagios environments, including implementation of client requests, testing version upgrades, and ongoing maintenance.
- Maintain and deploy configuration changes for low level multicast monitoring agents and engines.
- Interface with other teams to assist in consuming monitoring statistics and reports.
- Control Ganglia environment, including federation and consumption by other vertical teams.
- Support and troubleshoot MongoDB, MariaDB, and MySQL production Environments.
- Primary support and engineering staff for trading critical GigaSpaces environments.
- Participate and coordinate major version upgrades in GigaSpaces environments for all business units.
- Work directly with developers to provide a more robust development environment and usable hardware.
- Coordinate large qtree migrations and maintenance for 2,400+ servers.
- Create scripts and automation tasks to assist other vertical teams with using primary platforms.
- Support rotation for overnight workflows and trading strategy generation.

### Skills & Interests

**Technical:** Integration, C#, Python, Powershell, Salesforce, PowerBI, AWS, Snowflake, Pendo, Segment

**Interests:** Backpacking, Mycology, Game Development, Food Preservation, Biking, Skiing, Gardening