


LISA BLADE

CONTACT

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LINKEDIN PROFILE

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PROFESSIONAL SUMMARY

Technical Product Manager with systems engineering foundation and 22 years of expertise in shipping and logistics sector. Specializes in management, optimization, and scaling of complex carrier networks. Proven track record of delivering high impact solutions in multi-carrier space that synchronize partner requirements with core business and customer objectives.

SKILLS

Product Management & Strategy

- Product Strategy & Roadmapping
- Backlog Prioritization & Grooming
- Requirements Gathering (PRDs, User Stories)
- Cross Functional Team Leadership
- Stakeholder & Partnership Management
- Agile & Program Management

Technical Architecture & Logistics Expertise

EMPLOYMENT EXPERIENCE

October 2023 - April 2026

Product Manager II - Carriers Network *Easypost*

Directed continuous expansion and compliance of global network spanning over 100 carriers. Architected API components ensuring ironclad reliability for shipping customers scaling from SMB to enterprise levels.

- Launched strategic carrier integrations and orchestrated joint marketing initiatives, successfully diversifying corporate revenue and reducing overall reliance on USPS from 80% to 45%.
- Directed migration of over 350 users to modern Royal Mail API platform over 6 months, drastically reducing engineering support overhead and saving company over \$80k annually.
- Gathered complex technical requirements and guided engineering teams to launch over 25 net new carriers into global network, leveraging systems engineering background to bridge technical communication gaps and accelerate delivery.
- Steered overarching product strategy by translating multi carrier market trends into actionable roadmaps, ensuring platform remained ahead of industry innovation and aligned with core profitability goals.
- Established rigorous KPIs for product releases to measure carrier performance, sharing critical analytics with internal sales teams to surgically drive traffic toward strategic high margin integrations.
- Leveraged advanced AI tools (Gemini LLM, NotebookLM, ClaudeCode) for requirements gathering, user research, and source code analysis, multiplying output and time efficiency during severe resource constraints.
- Managed ongoing technical relationships with key carrier partners, integrating vital compliance updates into existing systems to preemptively eliminate mid quarter feature requests from high visibility clients.
- Prioritized engineering backlog by balancing technical debt, customer demands, and strategic business value, successfully maintaining high velocity and operational transparency.
- Architected and maintained comprehensive metadata catalog of supported carriers, establishing singular source of truth enabling support, growth, and integration teams to accurately identify network capabilities.
- Overhauled carrier documentation framework including customer facing guides and internal wikis, implementing ticket templating to guarantee

- API Integration & Systems Architecture
- Carrier Documentation & Compliance
- Global Carrier Networks (Parcel, Express, LTL)
- Data Analytics (SQL, PowerBI, Looker Studio, Advanced Excel)
- ETL Processes & Customization
- Scripting, Automation & AI Workflows

Tools & Platforms

- Jira, MS DevOps, Aha!, Monday, Claude, Gemini, Smartsheet

engineers consistently updated technical references.

June 2020 - September 2023

Carrier Product Manager *E2open, F.k.a. Logistyx Technologies*

Hybrid product professional who drove growth and customer satisfaction through successful product development strategies and usability improvement. Chiefly worked on carrier components for 5 shipping products, leveraging technical expertise to write requirements and build relationships with carrier contacts while maintaining carrier compliance.

- Streamlined the carrier development backlog process, reducing its size by 60% in 1 year.
- Translated complex technical needs into documented user stories, specifications, and product features to communicate across teams and build mandatory requirements.
- Communicated effectively with team members to deliver updates on project milestones and deadlines.
- Developed product documentation to clearly communicate upcoming features and products to internal teams.
- Reviewed sales, customer concerns, and new opportunities to drive business strategy at weekly planning sessions.
- Collaborated with sales, marketing, and support teams to launch products on time and within budget.
- Prioritized the roadmap to achieve product goals while coordinating project execution with team members and team leads.
- Maintained positive carrier relations to build strong partnerships essential for network expansion.

February 2019 - April 2020

Carrier Relations Manager *ProShip Inc*

Managed all carrier interactions including on-boarding, planning, development requirement building, certification, and ongoing support for shipping carrier partners for a global multi-carrier shipping application.

- Clarified and completed internal documentation on carriers and product's support for carriers, ensuring technical teams had accurate information for carrier setup and support.
- Audited and documented all carrier partnerships and engine capabilities, streamlining technical complexities so sales and marketing could better understand the product's capability.
- Participated in development planning to provide feedback on carrier component support, facilitating a product that balanced customer shipping needs with technical carrier limitations.
- Mediated between development and carrier partners to ensure both parties understood complex specifications and development limitations.
- Proactively monitored changes in parcel and LTL shipping industries, confirming international shipping regulations were followed and bringing

new technical requirements to the product team to maintain compliance and robustness.

- Served as the primary technical liaison for support, development, and integration, reducing the chance of miscommunication by acting as a single point of contact for carriers.

May 2018 - October 2018

Large Customer IT Integration Specialist *DHL Express US*

Spearheaded unique hybrid technical role within Customer Facing Business IT. Served as primary IT authority directing end to end onboarding journeys for top 10 US enterprise accounts from initial shipping setup to final invoicing and beyond.

- Acted as singular technical authority for enterprise onboarding, achieving high visibility and recognition from US management board for streamlining strategic client integrations.
- Analyzed complex Excel and SQL databases to proactively resolve unreported technical bottlenecks, successfully preventing revenue loss and ensuring uninterrupted customer shipping operations.
- Mediated integration conflicts across global business units and third party software platforms, successfully translating complex technical requirements to ensure seamless cross functional project delivery.

October 2011 - May 2018

Multi-Carrier Software Implementation Specialist *DHL Express US*

Acted as primary logistics network protector and team lead supporting third party multi-carrier software vendors. Worked independently to provide documentation, guidance, and certification for complex DHL Express Shipment Automation Specification (SAS) requirements, ensuring efficient global package flow by resolving critical label and data issues.

- Engineered custom Windows and web automation tools (JavaScript, AutoHotKey, VB.net) to formalize manual workflows, successfully automating distribution of international shipping data files to consistently update customer systems.
- Managed complete vendor certification lifecycle and implemented complex SAS logic, successfully validating compliant shipping applications to ensure accurate international data and label generation.
- Directed entirely standalone department supporting third party software, mentoring junior members and creating scalable processes that secured executive funding and expanded global vendor support capabilities.
- Engineered complex data reporting tools to identify third party generated shipping labels, proving multi carrier systems accounted for 60% of total corporate volume and successfully securing executive investment to expand external partnerships and developer certification programs.

September 2009 - October 2011

Integration Engineer *LMG Data Mining*

Spearheaded technical integration and client support for Returnity, an application connecting hotel property management systems with automated guest notification workflows. Delivered data mining services to produce monthly financial, trend, and guest satisfaction reports for global hospitality clients.

- Engineered VBScript HTA utilities to automate data scheduling and reporting, saving extensive manual hours for the support team and overcoming native software limitations to deliver advanced client requests.
- Mastered and documented integration protocols across diverse databases (AS400, Oracle, MySQL, FoxPro), successfully expanding product compatibility to nearly any hospitality data source while reducing issue resolution times.
- Designed robust HTML marketing campaigns and scripted VB.net guest satisfaction surveys, achieving high inbox deliverability and generating immediate guest feedback to improve property operations.
- Provided strategic marketing consultation alongside premium technical support, directly driving 10% to 25% revenue gains for hotel properties and securing long term enterprise partnerships.

August 2007 - May 2009

Integration Engineer *DHL Express US*

Served as the final technical escalation point and integration expert for high revenue enterprise clients. Designed custom software solutions, automated workflows, and seamlessly integrated EasyShip products with complex customer databases to ensure zero downtime in high pressure, \$10M+ production environments.

- Engineered custom data management tools (HTA, VBScript) and complex database mapping integrations, resulting in automated, error free international shipping workflows tailored to unique enterprise requirements.
- Acted as 24/7 final technical escalation tier for mission critical software outages, performing root cause analysis and acceptance testing to prevent revenue impacting downtime for accounts generating \$10M+ annually and processing 40K+ daily shipments.
- Led 3 person technical service team during a major corporate restructuring, creating new procedural frameworks that maintained uninterrupted service flow and successfully transferred critical system knowledge across departments.
- Developed internal web based UI repository (HTML/CSS) to catalog one off customizations, centralizing system data and significantly reducing troubleshooting time for cross functional support teams.

August 2006 - August 2007

Sales Engineer *DHL Express US*

Partnered with enterprise sales force to translate complex client logistics needs into tailored technical shipping solutions. Served as primary technical authority for diverse portfolio ranging from small businesses to large corporate accounts, ensuring seamless alignment between customer requirements and corporate capabilities.

- Led technical discovery sessions alongside sales executives to evaluate client logistics requirements, successfully deploying optimized automation solutions that accelerated customer onboarding and secured new business revenue.
- Acted as definitive technical subject matter expert for all legacy and active automation platforms, mentoring internal consultants and driving cross departmental research to deliver robust ecommerce integrations.
- Directed technical implementation strategy across full spectrum of client sizes, consistently achieving top tier performance ratings for delivering accurate and highly scalable software solutions.

March 2004 - August 2006

Technical Support II Lead *DHL Express US*

Provided senior technical support to automation customers and managed ITIL hardware change requests. Acted as primary escalation authority for External Service Desk operations, overseeing new agent training, user acceptance testing, and critical special projects.

- Developed comprehensive onboarding and continuous training programs from scratch, accelerating technician proficiency and achieving rapid promotion to Tech II within first year.
- Architected and maintained internal support website and technical documentation repositories during major corporate merger, ensuring seamless knowledge transfer and superior service delivery.
- Managed critical escalations and defused high tension customer situations for tier one technicians, maintaining strict compliance and driving exceptional performance review ratings.

AWARDS

ABOVE & BEYOND - DHL EXPRESS

BUSINESS IMPACT: BRONZE \$500K +

Presented by Senior Manager of Solutions Support

"Due to a broken business process, EasyShip customers lost their ability to download blocks of airbills through the DHL network. Lisa represented the helpdesk and the customer throughout the complete E4 process. Lisa participated in the conference call, assisted in problem resolution and tested when appropriate. Lisa even worked late hours after her shift ended. This dedication improved the recovery time, helping several high value customers continue shipping."

ABOVE & BEYOND - DHL EXPRESS

BUSINESS IMPACT: BRONZE \$500K +

Presented by Field Automation Specialist

"I would like to acknowledge [Lisa's support] ... while onsite with MAC. Lisa is an expert on our automation system. At MAC, Lisa was able to evaluate the root cause and fix the problems ... I would also like to state that she had never seen the problem before. Her efficiency enabled me to get the customer back online ... Lisa's work ethic enable embodies DHL's corporate value of team work and making us successful through the customer's success. "

RAPID REWARDS - DHL EXPRESS

Presented by E-Commerce Director

"Lisa committed herself to ensuring that ... Gerber was restore to operation after a hardware failure. The work required that she stay 3 hours after her shift but she showed dedication by [staying until the job was done right.] Gerber, who is using an older technology shipping system is now back up and running... thanks to Lisa's efforts late Friday night."