James R. Mapledoram

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Professional Summary

Transformative Product & Engineering Leader with 20+ years of experience in SaaS development, DevOps, and cloud architecture. Proven record of scaling engineering organizations, transforming SDLC processes, and delivering enterprise SaaS solutions to large markets. Skilled at bridging executive strategy with hands-on technical leadership, driving product innovation, while ensuring compliance. Passionate about aligning business goals with modern, scalable technology.

My philosophy:
The best leaders remain perpetual learners — approaching technology with child-like wonder, humility, and the drive to create meaningful impact.

Technical Skills

- Roadmap & OKR management, Product strategy vision, Competitive advantage analysis
- Backlog management, Change management, RACI/governance frameworks
- Metrics/ROI analysis, Agile/Scrum/Kanban
- Cloud & DevOps: Azure (DevOps, Functions, Blob, AKS, AAD), Kubernetes, Git, CI/CD
- Programming: .NET Core/Framework, C#, JavaScript, HTML/CSS, Cross-Platform Mobile
- Data & Integration: SQL Server, SSIS/SSAS/SSRS, ETL, REST/SOAP APIs
- Tools: Azure DevOps, JIRA, Confluence, Trello, Postman, Figma
- Operating Systems & Scripting: Windows, MacOS, Linux/UNIX, PowerShell, Bash

Work Experience

Director: Product

Consumer Direct Care Network – Missoula, MT | Jan 2023 – Present

- Built the company's first Product Management organization from the ground up.
- Directed launch of DirectMyCare.com portal, achieving industry-leading mobile adoption, higher CSAT, and reduced customer support demand.
- Established overall vision, branding guides/standards, component library, and built a UX team from the ground up.
- Spearheaded corporate website re-platforming, integrating with HubSpot for automated campaigns and building custom event registration/monitoring tools.

- Established internal platform governance policies and a company-wide security governance framework, defining departmental responsibilities (security, product, dev, architecture) through a RACI matrix and driving adoption of MFA standards across portals.
- Managed and mentored product managers and engineers, instilling outcome-driven product practices, backlog prioritization, and strong product thinking across teams.
- Championed adoption of AI-augmented product development workflows; enabled product, design, UX, and engineering teams to leverage structured, source-controlled custom AI agents for story writing, design iteration, and development acceleration.
- Expanded product team impact through AI-driven backlog management, SDLC automation, and org-wide knowledge grounding, improving delivery speed and collaboration.
- Established company branding guides, developed shared component libraries, and implemented a team topology structure that accelerated delivery, improved quality, and scaled collaboration across product and engineering.

Application Development Manager (promoted from Senior Engineer)
Consumer Direct Care Network – Missoula, MT | Nov 2019 – Dec 2022

- Instituted agile processes (Scrum, TDD, sprint demos) across multiple delivery teams.
- Modernized ERP and microservices, enabling scale from 16K to 60K+ users.
- Re-architected DevOps pipelines, improving release quality and frequency.
- Mentored engineers in design patterns (MVVM, mediator, IoC).
- Standardized Azure DevOps for work item and analytics tracking.

Owner
OmniProfit.net – Aurora, CO | Jan 2009 – Nov 2019

- Founded and grew SaaS company from $80K to $1M annual sales in three years.
- Developed mobile procurement platforms with GPS tracking and profit reconciliation.
- Integrated AWS APIs and Bluetooth scanner hardware for field automation.
- Built and sold SaaS resale optimization platform.

Software Engineer IV
GoDaddy – Scottsdale, AZ | May 2011 – Mar 2017

- Designed SOX-compliant replacements for Microsoft Dynamics modules.
- Developed automated currency hedging platform.
- Rebuilt ETL and data warehouse systems for invoice/registry data.

Senior Developer – Customer Care & BI
DIRECTV – Aurora, CO | Jan 2008 – May 2011

Telecom Software Consultant
CHR Solutions (Martin Group) – Missoula, MT | Mar 2001 – Jan 2008