

Erik Ickes

Product Leadership | Project Management | Customer Experience

603-892-0817

ickeserik@gmail.com

linkedin.com/in/erik-ickes/

Professional Summary

I'm a product and project leader with a background in software development, product management, customer experience, and digital operations. I work across technical and business teams, turning customer feedback and usage data into clear priorities, and then helping teams deliver those changes.

I've spent my career moving between strategy and hands-on work—from building software and websites to managing enterprise products, improving adoption, leading cross-functional initiatives, and using AI and data to identify where products and processes need attention.

Work History

Houghton Mifflin Harcourt (Boston, MA/Remote)

Director - Digital Adoption & Analytics / Pendo Lead; March 2024 – August 2026

Led user onboarding, product adoption, and customer experience efforts across five SaaS platforms for 1,500 employees and 500,000+ unique monthly users.

- Built an enterprise governance framework and Center of Excellence, including user segmentation, training and certification, and design templates for all customer-facing experiences across all platforms.
- Built and led an Onboarding Specialist team responsible for Pendo in-app guidance, help content, and behavioral reporting.
- Built AI agents to analyze user feedback, identify platform friction points, match findings with Snowflake clickstream data, and score problems by potential impact, providing UX Research and product teams with data-driven areas for further investigation.

Houghton Mifflin Harcourt (Boston, MA/Remote)

Director – Platform Customer Engagement & Metrics; February 2023 – March 2024

Led customer engagement and product metrics for HMH's digital platforms, connecting Product, Platform, and Customer Service teams around adoption, customer issues, and product performance.

- Created a Metrics Center of Excellence bringing Customer Service, Platform, and Product teams together regularly to review customer findings, investigate issues, and work together on solutions.
- Built an AI agent to aggregate and categorize customer feedback from multiple sources, routing insights to the appropriate product teams for investigation and action.
- Implemented an enterprise in-app guidance system using Pendo, giving customers contextual help at the point of need while improving feature adoption, customer satisfaction, and retention.
- Championed and led user session monitoring, quickly uncovering unknown customer issues and proving its value as a research tool, leading UX Research to implement it as part of their ongoing practice.
- Presented customer and product insights as a featured speaker at monthly Build Measure Learn meetings attended by the President and Executive Leadership Team.

Heinemann Publishing (Portsmouth NH)

Director of Digital Marketing / Product Owner; December 2013 – February 2023

Progressed from software development into product and delivery leadership, remaining hands-on with technology, analytics, digital marketing, and customer experience throughout.

- Rebuilt Heinemann.com, the company's website and e-commerce store, serving as Product Owner and Scrum Master for a cross-functional team across development, design, QA, and digital marketing while meeting WCAG 2.1 AA standards and creating VPAT documentation used by the Sales team.
- Established Heinemann's first SEO, SEM, and inbound marketing strategy and built an SEO-focused blog that now receives approximately 550,000 visits per month.
- Launched Flight, Heinemann's EdTech platform, serving as Product Owner and working across business, design, and development teams to deliver this new venture.
- Introduced Agile practices and trained two development teams while maintaining traditional business-level planning, milestones, and risk management.

Diversified Programming Enterprises (Keyport, NJ)

Founder & Lead Developer; 2001 – 2013

Provided software development, product, and digital consulting services to organizations across multiple industries, taking projects from business need through development and delivery.

- Created RatingsLink, an early SaaS application for radio stations that managed membership, ratings, surveys, show closings, and customer feedback.
- Partnered with eBay to develop a price-tracking app pilot that indexed, aggregated, and analyzed luxury watch listings to determine whether a spinoff service, WatchPricing.com, would be profitable and well received by customers.
- Became a Google Marketing Partner, managing approximately \$120,000 in quarterly PPC spend while maintaining an 80%+ average optimization score.

Technologies: SQL, Excel, Salesforce, Snowflake, Jira, Pendo, Tableau, Power BI, GA4, Google Tag Manager, HubSpot, BlueConic, Datadog, Azure, Postman, Confluence, SharePoint, Smartsheet

Core Competencies: Product & Project Leadership, Product Delivery, Product Discovery, Customer Advocacy, Voice of the Customer (VoC), Product Adoption, AI & Agentic Workflows, Agile & Waterfall, Process Improvement, Team Leadership, Stakeholder Alignment, Executive Communication & Presentation

Education & Professional Development

Certifications

Pragmatic Certified Product Manager (PMC) Level IV
Pendo Super Certified (Analytics, AI, Product-Led Strategy)
AWS AI Business Strategist
Customer Experience Leadership
Product Management Basics
AI for Product Management

Continuing Education & Workshops

The Speaker Advantage Framework
Customer-Centric Communication
Storytelling with Data
Pendomonium/Inbound/MarTech
Presentation Mastery
Agile Foundations

Erik Ickes

Durham, NH

603-892-0817

ickeserik@gmail.com