ALISTAIR HEYS

Denver, CO | heys.alistair@gmail.com | 720-541-1534 | linkedin.com/in/aheys

SUMMARY

- Growth-minded Software Product Executive with 10+ years of leadership in scaling B2B SaaS and enterprise technology platforms. Known for creating cultures of accountability and innovation that drive high-performance teams and customer-centric outcomes.
- Visionary product leader who transforms complexity into action. Spearheaded multi-million dollar product initiatives at Scalr, Sauce Labs and iQmetrix, including ML-based tools.
- Operates with urgency, decisiveness, and influence. Thrives in high-growth environments and is energized by solving hard problems, challenging the status quo, and creating tangible results.
- Grew revenue 13x at Scalr in three years through strategic leadership across product, data, GTM, and customer success. Doubling contract value and achieving 1900%+ active user growth.

PROFESSIONAL EXPERIENCE

Scalr Inc   Denver, CO
Vice President of Growth   Apr 2022 – May 2025

Scalr is an infrastructure-as-code collaboration platform for enterprises managing Terraform and OpenTofu at scale *with 700 accounts & 6000 monthly active users.*

Core Responsibilities
- Owned company-wide growth strategy across product, data, GTM, and customer success functions.
- Drove PLG transformation, embedding self-serve motion and product instrumentation throughout the funnel and flywheel.
- Led cross-functional alignment across product, sales, marketing, and operations for various product
- Defined monetization strategy and executed pricing and packaging changes.
- Owned analytics roadmap and built internal analytics function to support decision-making.
- Drove customer lifecycle strategy including onboarding, activation, retention, and expansion.
- Oversaw experimentation and product instrumentation across core user journeys.
- Collaborated with enterprise customers to identify and prioritize use cases driving expansion.
- Acted as executive sponsor for high-impact enterprise accounts and strategic deals.

Key Achievements
- Scaled active user base 19x and account base 2x by leveraging a hybrid PLG and Sales- Assisted motion.
- Delivered 13x revenue growth in three years to $3.7M in ARR, with 75%+ YoY growth trajectory.
- Doubled average contract value via pricing and packaging overhaul.
- Transformed analytics maturity from manual reporting to a self-serve Segment, Mixpanel & Big Query stack.
- Built GTM and product strategy that enabled successful upmarket expansion and Net Dollar Retention of >140%.

Sauce Labs   Vancouver, Canada
Director of Product   Jul 2020 – Apr 2022

Global leader in continuous testing with over 3,000 enterprise customers and $100M+ in ARR, supported 1B+ automated tests annually across desktop, mobile, and CI/CD environments.

Core Responsibilities
- Led product teams across Mobile Testing, Live Testing, Data Engineering, Product Insights and Product Analytics with 6 direct reports.
- Created and oversaw roadmap for internal analytics platform and customer-facing reporting and intelligent insights tools.
- Drove integration of six acquisitions into the core platform and GTM strategy.
- Partnered with go-to-market teams to define user personas, pricing & packaging strategies.
- Owned product-led strategy for onboarding, activation, and engagement loops.
- Acted as cross-functional lead for internal enablement and data democratization efforts.

Key Achievements
- Launched ML-powered test failure analysis product featured in Forrester Wave™ 2020.
- Increased Platform Insights engagement by 70% in under nine months.
- Integrated two acquisitions successfully into product roadmap and value proposition.
- Led integration of six acquisitions into analytics infrastructure, supporting ARR growth from ~$72M to ~$97M.
- Grew self-serve product revenue by 30% YoY from a base of 0% YoY.
- Increased multi-product purchases by 50% by providing timely insights and levers to our GTM teams.

Senior Product Manager   May 2019 – Jul 2020

Core Responsibilities
- Led instrumentation, funnel analytics, and cohort analysis for web and app platforms.
- Drove product strategy and execution for emulator and simulator test infrastructure.
- Worked cross-functionally with engineering, design, and GTM teams to accelerate delivery and adoption.

Key Achievements
- Increased the number of paid accounts from 600 to 750.
- Cut time to market for emulators by ~50%.
- Cut time to market for simulators by ~75%.
- Improved product specific CSAT from 38 to 65%.

iQmetrix   Vancouver, BC
Lead Product Manager, Consumer Transactions   Jan 2018 – May 2019

North America's leading telecom retail platform, powering 20,000+ retail locations and $16B+ in annual transactions; served major carriers and wireless retailers like Verizon and Telus.

Core Responsibilities
- Managed a 45-person cross-functional organization, including PMs, engineers, architects, and designers across multiple domains and time zones.
- Set direction, coached performance, and aligned product teams spanning platform services, retail POS, and mobile point of sale.
- Owned full P&L responsibility for the Consumer Transactions business unit, including revenue, margin, and strategic investments.
- Directed product delivery across 4 shared services teams, providing APIs and core services to three subsidiary POS platforms.
- Collaborated with enterprise customers to deliver scalable, tailored POS solutions for both SMB and large carriers.
- Worked closely with architecture, engineering, and UX leadership to ensure scalable, compliant, and customer-centric product delivery.
- Oversaw internal cost allocation and chargeback models for platform services to align financials with delivery.
- Scaled Agile delivery practices (Scrum and Kanban) across platform and application teams.

Key Achievements
- Delivered shared platform services used in production by Cova, Ready, and iQmetrix Retail.
- Delivered product solutions used by enterprise clients such as AT&T, Cricket Wireless, and Verizon.
- Drove standardization and extensibility across internal and external APIs to enable faster integration and partner development.
- Led agile transformation to improve velocity and coordination across teams.

Program Manager, New Markets   Oct 2016 – Dec 2017

Core Responsibilities
- Built Cova POS business from the ground up and launched in five markets.
- Owned all operational functions except sales and marketing. This included support, implementation, customer success, onboarding, and hardware strategy.
- Developed and hired functional leaders across product and operations to support rapid market expansion.
- Created market evaluation frameworks and GTM playbooks in compliance-heavy environments
- Worked cross-functionally with engineering, UX, and implementation teams to deliver compliant cannabis retail systems with cohesive design.
- Led hardware integration strategy including tablets, printers, scanners, and labeling systems.
- Evaluated, procured, and rolled out key operational tooling including JIRA, CRM systems, and Power BI.

Key Achievements
- Launched a 0-to-1 POS platform for cannabis retail, achieving commercial success and expansion across multiple states.
- Built operational and onboarding functions that became best-in-class examples across iQmetrix.
- Led go-to-market and product readiness strategy for successful new market launches.

ADDITIONAL EXPERIENCE

O2E Brands | Business Analyst, PMO | Vancouver, Canada | Apr 2016 – Oct 2016
- Launched subsidiaries brands on Salesforce and FieldService to drive business growth across all franchise partners.
- Led transformation of core booking engine platform to improve consumer experience and increase booking rate of completion.

iQmetrix | Product Owner | Vancouver, Canada | Feb 2014 – Apr 2016
- Delivered customized SaaS deployments for Electronic Arts, RadioShack, and Cricket.
- Launched two new apps across 600+ locations with high adoption.

Exan Group | QA Analyst | Vancouver, Canada | Apr 2013 – Feb 2014
- Tested and improved performance of healthcare SaaS tools to drive additional revenue for practitioners.
- Supported product design via Agile ceremonies and story refinement leading to a decrease in cycle time

Dynamic Visual Technologies | QA Analyst | Cape Town, South Africa | Oct 2011 – Feb 2013
- Built custom products & test automation frameworks and led UAT across insurance & financial services clients.
- Trained 200+ staff during core system rollout for launch of custom policy management system.

EDUCATION
University of South Africa, *BCom Informatics*

LEADERSHIP & COMMUNITY

Colorado Product | Mentor (2025) | Denver, CO
SEA Change | Advisor (2024) | Denver, CO
Product BC | Mentor (2020–2022) | Vancouver, Canada
Scribes Rugby Club | Head Coach (2013–15), Asst. Coach (2018–19) | Vancouver, Canada
Free the Children & Me to We | Volunteer (2015) | Grenada, Nicaragua & Vancouver, Canada

EXECUTIVE ATTRIBUTES

- **Bold and Impact-Oriented:** Decisive under pressure with a strong drive to deliver results and mobilize teams toward ambitious goals.
- **Receptive & Intentional:** Energized by innovation and goal-driven collaboration.
- **Self-Motivated Leader:** Thrives on challenges and outcome ownership.
- **EQ-Driven Awareness:** High self-regulation and motivation; continually improving social awareness to lead with impact.

HIGHLIGHTED SKILLS

- **Product Strategy & Leadership:** Roadmapping, product discovery, OKRs, product operations, user research, Agile/Scrum, cross-functional team leadership, stakeholder alignment, customer interviews, product visioning.
- **Go-to-Market & Growth:** Pricing & packaging strategy, product-led growth (PLG), self-serve optimization, sales-assisted funnels, onboarding flows, activation/retention strategy, funnel analytics, competitive positioning, market segmentation.
- **Operations:** Forecasting, planning, org design, budgeting, analytics instrumentation, cross-functional process design, vendor evaluation, and tooling implementation.
- **Product & Growth Tooling:** LaunchDarkly, Segment, Productboard, Aha!, Asana, Notion, Miro, Figma, JIRA, Confluence, Pendo.
- **Data & Analytics:** SQL, Looker, Mixpanel, Power BI, Google Sheets & Excel, Snowflake, BigQuery.
- **Technologies (Collaborative Experience):** Selenium, Playwright, Cypress, Appium, automated testing pipelines, CI/CD workflows, Python, JavaScript, Git, GitHub, GitLab, AWS, GCP, Azure, Terraform, Docker, Kubernetes.