

# Torey McCleskey

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## Summary

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High energy professional with proven success in delivering products to market. Passionate about translating big-picture vision into plans of action. Superior communication skills discovering unseen customer use cases & insights.

## Professional Experience

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### REGOLITH CONSULTING, Boston

01/2020

#### Product Management

- Led team to meet ambitious 100 customer discovery interviews in 6 weeks for plastics extrusion SBIR grant.
- Automated relational DB & CRM scheduling data stream while supplying C-suite with presentable insights.
- Scoping GTM plan, UX flowchart & initial development backlog for startup workforce development platform.
- Owned SOA standards discovery & competition research for device design on NASA Lunar Colony Mission.
- Conducted cross-platform usability testing for creator portal & wrote user stories for development bug fixes.
- Lead discovery analysis, defined scope & worked with third-party design teams to build HW proposal specs.

#### Product Marketing

- Developed product scope slate, channel expansion plan and “look-book” for emerging horticulture brand.
- Adapted marketing for 2020 North American launch of French robot connecting socially isolated seniors.
- Built data prospecting tools for sales enablement to identify emerging healthtech markets in New England.

### BOY SCOUTS OF AMERICA, NYC

#### Product Manager (proxy)/Queens Borough Director, New York City Scouting

03/2016

- Lead roadmapping, development and delivery of online and app-based registration tools to 5,000+ users.
- Launched product strategy for expansion to female members, doubling our Total Accessible Market.
- Collaborated with senior leadership in allocating \$13mil budget to meet organization & customer needs.
- Championed use of Experian market data to drive executive decision making such as geographic hotspotting.
- Trusted brand spokesperson presenting for industry event crowds, senior leadership & media.
- Organized co-department team addressing member conversion issue from conception to completion.
  - Launched product transition feature resulting in ~300% free-to-paid conversion rate growth.

#### District Executive, New York City Scouting

08/2014

- Achieved 3% growth in membership KPI during my tenure, 11% year-over-year growth in funding metrics.
- Crafted diverse stakeholder task forces to access new market segments and expand customer footprint.

## Skills & Accomplishments

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- Proficient in Google Analytics, Tableau, HTML, SQL, Adobe CS, Trello, Blackbaud CRM, and Arduino IDE.
- Certified Scrum Master (CSM) with deep understanding of Agile frameworks, artifacts & crafting user stories.
- Directed film “The Flockumentary,” Founder’s Selection for 2018 Williamsburg Independent Film Festival.
- Eagle Scout, lead team of volunteers in the building of seven artificial coral reef systems in the Sarasota Bay, FL.

## Education

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### GENERAL ASSEMBLY, PRODUCT MANAGEMENT CERTIFICATION

Capstone: developed & pitched launch roadmap for Airbnb matchmaking feature.

Boston, Spring 2020

### UNIVERSITY OF NORTH FLORIDA, JACKSONVILLE, FL

Bachelor of Science in Sociology with Concentration in Social Theory 2014