

# MICAH PORCHE

PRODUCT & PROGRAM MANAGER  
PRODUCT OWNER, SCRUM MASTER

## SKILLS

**Notable Competencies:** Complete Product Lifecycle, Product Strategy, Validation, Personas, Product Requirements (PRD), Roadmapping, Journey Maps, Project Management, Data-Driven, Wireframing, Prototyping, Design Principles, Testing, Game Design

**Product & Design Tools:** UXPin, Figma, Miro, Affinity Suite, Adobe Suite, Procreate, Pixlr

**Organizational Tools:** Jira, Confluence, Backstage.io, Trello, Slack, Teams, O365, OpenOffice, Visio

**Data & AI Tools:** Kibana, Big Query, Splunk, Jupyter, Excel, Google Analytics, Tableau, Google Tag Manager, OpenAI, Claude, Midjourney, A/B Testing

**Testing & Automation:** Testim, Accessibility Testing Tools (WAVE, Keros, aXe, Lighthouse), API Testing (Postman)

**Development & CI/CD:** GitHub, Bit Bucket, Docker, Jenkins, VS Code, HTML, CSS, React, Markdown, PyTorch, Tensorflow, Javascript

**Other:** Windows, macOS, iOS, Android, AR/VR, Unreal Engine, Unity Engine, Autodesk Maya & Mudbox

## PROFILE

Experienced Product Manager with 10+ years in software development, specializing in developer experience, AI-driven tools, and platform product management. Brings a holistic background in QA, accessibility, and cross-functional leadership to build customer-centric, scalable products. Passionate about aligning stakeholders, streamlining workflows, and leading with data-driven, hands-on execution in agile environments.

## EXPERIENCE

### Accretive Technology Group DEC 2018 – FEB 2025

Product Manager

- Spearheaded the development of a new short-form content platform—from identifying the opportunity through competitive analysis to securing buy-in with a prototype—growing it from 100 to 3M monthly users in 14 months. Now a core product pillar driving significant traffic to our revenue-generating platforms.
- Drove 10x increase of returning daily active users by implementing significant feature enhancements including:
  - OAuth account solutions which allowed for trusted and secure account creation.
  - Leveraged AI to analyze video content and identify keywords relevant to users and the platform. This analysis provided the foundation for searching for specific video content.
  - Created multi-armed bandit machine learning recommendation system that paired anonymous user data with AI Keyword analysis to deliver quality content to users faster leading to higher retention and increased user spending 25%
- Accelerated developer success, aligning business goals with team passions to achieve a 6-month user retention target in half the time.
- Experience leading different diverse specialties of development teams including Platform, Data Engineering & Telemetry, DevOps, Systems Performance Improvement, Full Stack Account Management, Machine Learning and AI Research
- Enhanced delivery of teams via cross-functional collaboration that aligned Engineering, Product, and Leadership teams on goals and impact of Developer Experience projects.
- Reduced backlog by 80% through judicious prioritization, sprint planning, and stakeholder alignment, enabling greater focus on high-impact and ensuring critical technical debt was addressed in a timely manner.
- Enhanced observability with distributed tracing and API discovery tooling, cutting debugging time by 50% and improving service dependency visibility.
- Developed and prioritized product roadmaps, working closely with development leads for effective planning and execution.
- Responsible for coordinating business and development relationships with high value third party white label partners that account for ~80% of the companies revenue across 300 Million annual visitors.

## CONTACT

Phone: 423-735-9656  
Email: [mporche@pm.me](mailto:mporche@pm.me)  
Location: Seattle, 98188  
[linkedin.com/in/micahporche](https://linkedin.com/in/micahporche)

## CERTIFICATIONS

### Certified Scrum Product Owner

Issued June 2022  
Scrum Alliance

### Section 508 Trusted Tester

Issued June 2018  
Department of Homeland Security

## EDUCATION

### Bachelor of Applied Science, Digital Media

East Tennessee State University  
2009-2013

## SIDE PROJECTS

### Neon Brass Party (2016 - Present)

Founder / Leader  
40+ Person Brass Band that plays largely in the Seattle metro area focused on building and amplifying joy in communities through music.

### Leo Leo (2024 - Present)

Artist / Videographer  
Creating art for merch and album releases, Leo Leo is a 6-piece pop/funk band based in Seattle.

## EXPERIENCE cont.

### Microsoft (Via ISoftStone NA) DEC 2017 – DEC 2018

#### Senior Accessibility Product Consultant

- Led accessibility audits across Microsoft products, resolving compliance gaps to improve usability.
- Guided development teams on WCAG and Microsoft Accessibility standards.
- Designed and maintained test plans, proactively identifying and resolving accessibility issues.
- Ensured cross-platform compliance, optimizing experiences across browsers, OS, and assistive tech.
- Championed accessibility-first design, collaborating with developers, PMs, and clients to deliver inclusive products.

### T-Mobile (Via Denali Advanced Integrations) JUN 2017 – DEC 2017

#### Senior Quality Analyst

- Led User Acceptance Testing (UAT) for multiple T-Mobile products, ensuring alignment with business requirements.
- Developed and executed test plans based on user stories, improving product validation and release quality.
- Managed multiple deployments, balancing priorities to maintain high standards for product launches.
- Created Level of Effort (LOE) assessments, optimizing QA resource planning and efficiency.
- Acted as QA representative in stakeholder meetings, driving alignment on testing strategies and product expectations.

### Microsoft (Via Experis) JUN 2014 – JUN 2017

#### Software Test Engineer II

- Led mobile testing efforts for Microsoft Utility apps and streaming products including Movies & TV and Groove Music, ensuring consistent cross-platform quality.
- Owned testing strategy and execution across five platforms and five applications, supporting high user engagement and platform stability.
- Authored and maintained comprehensive test documentation, including suites, cases, and best practices to ensure repeatable, scalable QA processes.
- Established new mobile testing methodologies and introduced team-wide standards, increasing defect discovery efficiency and test coverage.
- Contributed to quality assurance and testing for high-profile Microsoft titles and apps, including Xbox Fitness, Sunset Overdrive, Gears of War: Ultimate Edition & 4, multiple HoloLens experiences (Fragments, Young Conker, HoloTour, hardware), core Windows 10 apps (Groove Music, Video, Store, and Utilities)