

# ANDREW DITTRICH

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## PROFILE

Product executive with 20+ years of experience driving SaaS growth, scaling portfolios from startup to multi-million ARR, and leading cross-functional teams to deliver innovative, customer-driven products. Proven record of improving retention, revenue, and product-market fit through strategy, execution, and data-driven decision-making.

### **Director of Product Management, Flight Schedule Pro — MAR 2022 - Present**

- Responsible for product portfolio including 7 SaaS offerings and 4 native iOS and Mac apps generating 11.5m in '22, 12.9m in '23, 14.9m in '24, and 17.5m in '25
- Defined AI strategy for student outcomes and operational insights, including forecasting models for student churn prediction and AI instructor copilots for students
- Introduced two new 3rd party integration growth products (student financing and online ground school) in '25, creating ~600k of new ARR
- Aligns product roadmaps to value driven metrics: increased NPS by 16% (48 -> 56) and ACV by 30% (4.83k -> 6.28k), while reducing churn by 1.3% (5.1% -> 3.8%) YoY
- Oversees portfolio, industry, and market analysis, including M&A strategy resulting in 2 acquisitions aligned to corporate vision and mission creating ~3.5m in new ARR
- Implemented a new payments gateway, resulting in 16% BPS increase across 260m in total payments processed and 1.4m in residuals
- Implemented system wide product ops, feedback, analytics, and AI driven insights creating closed loop voice of the customer, sales closed/lost, and support ticket business metrics resulting in 10% reduction in costs
- Collaborated with board and executives on GTM strategy, sales growth, and industry partnerships

### **Product Manager, Flight Schedule Pro — NOV 2019 - MAR 2022**

- Created a new SaaS product offering for aircraft maintenance workflows including mechanic enablement, ticket management, time tracking, documentation, inventory, and billing. Launched summer 2021, it has 240+ B2B subscribers contributing 500k to top line ARR growth
- Deployed customer surveys, site visits, interviews, demos, and webinars to capture feedback and validate assumptions
- Ensured product meets regulatory, safety, compliance, and security standards as mandated by the FAA
- Worked tightly with design and engineering from ideation, discovery, beta, and global launch through iterative outcome based sprints
- Led sales and marketing efforts to evaluate product market fit, and developed strategies for expanding adoption and conversion rates

### **Director of Product Management, Artisan / Engage Mobile — NOV 2015 - NOV 2019**

- Helped clients identify strategies for adopting software solutions and process improvements to solve user problems and add business value to their organization.
- Developed data driven product strategies and roadmaps to forecast short and long term solution outcomes, including MVP and MSP feature sets
- Guided product strategy, design, functionality, user experience, and development.
- Lead efforts to evaluate product market fit, user research, usability testing, and value added measures
- Employed value added metrics and rubrics to weigh features for backlog and development prioritization

### **Senior Strategist, Cerner — APR 2011 - NOV 2015**

- Strategist for Cerner's mobile offerings, including Nursing and Physician communication and clinical workflows across hardware, software (iOS, Android, Mobile Web), and service offerings
- Responsible for all facets of solution strategy, capability creation, design, roadmap, and project health and delivery
- Worked directly with clients to identify and prioritize enhancement requests, capability reviews, issue management and roadmap updates based on client feedback and solution validation
- Coordinated across functional, user experience, development, deployment, support and consulting to create go-to-market strategy for each release

### **Practice Manager, Cerner — JAN 2010 - APR 2011**

- Managed 25 engineers (domestic + offshore), delivering \$4M annual revenue
- Owned P&L, bookings, and profitability metrics

### **Team Lead / Software Architect / Engineer, Cerner - JAN 2003 - JAN 2010**

- Managed 10 engineers across U.S. and international teams, delivering \$1.2M annually
- Delivered healthcare software deployments across 8 countries

## **EDUCATION**

Kansas State University, Manhattan, KS - B.S. MIS, 2002

## **SKILLS**

Product Leadership: Portfolio Management, AI Product Strategy, P&L Ownership, M&A Integration

Execution & Delivery: AI Product Methodology, Agile, Outcome-Based Roadmaps, UCD, Product Ops, Cursor, Agent-OS

AI & Analytics: Predictive Analytics, AI Copilots, Voice of Customer Insights

Domain Expertise: SaaS, Aviation Tech, Healthcare IT, Mobile Applications