

Joseph Bulynko

Senior / Principal Product Manager

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PRODUCT LEADERSHIP PROFILE

Product and technology leader with 20+ years of experience, focused on enterprise platforms, customer communications, and regulated digital journeys. Connects customer needs and technical capabilities to product vision, outcome-based roadmaps, and full-life cycle delivery. Combines customer research, product analytics, commercial judgment, and cross-functional leadership to improve adoption, operational performance, and business value.

Brings enterprise integration across 20+ systems, regulated mobile repayment prompts at Capital One, and a hospitality retargeting product adopted by about 2,000 customers. Aligns engineering, design, operations, security, and executives around clear requirements, priorities, and measurable outcomes. Turns ambiguous needs into delivery plans, manages dependencies and trade-offs, and balances customer experience, reliability, compliance, and growth across distributed teams.

20+

YEARS IN PRODUCT AND
TECHNOLOGY

1,200+

PRODUCT AND WEBSITE
LAUNCHES

10-15

TYPICAL CROSS-FUNCTIONAL
PRODUCT TEAM SIZE

99.95%

AUTOMATED E2E PASS
COVERAGE

RECENT AI & AGENTIC PRODUCT DELIVERY

- **FEMA / Capital One** Enterprise AI delivery approach: Across these builds, applied generative AI/LLMs, agentic orchestration, AI agents, RAG, APIs/connectors, tool use, structured context/memory, prompt and context engineering, model/tool selection and evaluation, workflow automation, human-in-the-loop review, responsible-AI guardrails, privacy/security controls, and adoption-oriented UX - aligning prototypes with the integration, governance, operational, and scale considerations required for enterprise AI.
- **Start with Reflexology** - AI-enabled digital school: Building an end-to-end online education and course platform spanning curriculum architecture, video lessons, student journeys, workbooks and practice assignments, checkout/onboarding/email funnels, forms, and launch operations, with AI-assisted curriculum and script drafting, worksheets, landing-page/email copy, content strategy, and marketing automation.
- **AI calling assistant** - OpenClaw + Twilio + OpenAI Realtime: Built/prototyped a voice-agent system for inbound and outbound calls with full-duplex conversation, interruption handling, DTMF/menu navigation, transcription and call history, plus controlled access to calendar, email, contacts, and web tools; designed approval gates, allowlists, duration/permission controls, and human confirmation before commitments.
- **Task Mind** - agentic project operating system: Building a multi-device AI command center that unifies projects, tasks, calendar, files, conversations, second-brain context, and AI agents; supports one canonical task record, human/AI ownership, "Your Turn" handoffs, approve/reject/delegate controls, agent status, ordered focus, voice access, and governed execution across email, calendar, and files.
- **Veterinary clinical workflow automation**: Built and iterated an iPad anesthesia-log prototype for surgical operations with 5-minute HR/RR/SpO2/anesthetic prompts, 10-minute temperature reminders, tap-to-count vitals, timestamped medications/events, procedure and recovery tracking, weight-based emergency-drug calculations, code/resuscitation workflows, local case storage, PDF/JSON export, and a Shepherd attachment path; also designed a separate drug-log transformation/reconciliation workflow with preserved source/output versions and exception review. Anesthesia prototype validated through 111 automated tests.

COMMUNICATIONS | APIs | GOVERNANCE | RELIABILITY | CUSTOMER JOURNEYS | ROADMAPS | ADOPTION

PROFESSIONAL EXPERIENCE

Senior Product Manager, FEMA GO - Modernization & Platform Delivery Lead

Apr 2024 – Aug 2026

FEMA / OneGlobe / BAE Systems | 100% Remote - Bryans Road, MD

Owned product strategy, roadmaps, and platform modernization for FEMA GO, an enterprise grants ecosystem spanning application, eligibility, pre-award, award, monitoring, reporting, closeout, and audit support.

- **Modernization recovery and team leadership.** Selected to take over a struggling enterprise refactoring effort; stabilized a flaky legacy code and test base, clarified outcomes, sequenced technical-debt work, and managed two separate teams, with a typical team size of about 15, across product, engineering, QA/SDET, DevSecOps, platform, security, business analysis, and Scrum leadership.
- **AI-assisted roadmaps and requirements.** Applied generative AI/LLMs to research synthesis, PRDs, user stories, and acceptance criteria with human review; prioritized Jira backlogs by mission impact, risk, technical debt, estimates, and capacity while meeting every committed outcome date.
- **Shared APIs and enterprise workflows.** Managed requirements and delivery across 20+ financial, approval, authentication, and government systems; aligned engineering and third-party owners on integration contracts, dependencies, priorities, and reliable end-to-end workflows.
- **AI-assisted quality engineering.** Led integration, regression, manual end-to-end, and Selenium automation across 6,000+ application test points and automated steps, stabilizing pass coverage at approximately 99.95% and maturing the integration-test operating model. Used AI to group failures, investigate flaky tests, identify coverage gaps, and draft test updates, with human review and test execution to validate changes.
- **AI-assisted performance analytics and scale.** Directed Gatling load testing and used Dynatrace insights to inform troubleshooting, scalability, and capacity planning for up to 60,000 simultaneous users, supporting sub-second response targets across tested scenarios. Used AI to develop workload scenarios, analyze load-test results and performance evidence, investigate bottlenecks, and inform engineering priorities; validated findings through engineering review and repeatable tests.
- **Platform and access operations.** Led 24/7 availability, production support, monitoring, incident response, deployments, certificate rotations, pipeline troubleshooting, service recovery, and role-based onboarding/offboarding for a large administrative user environment described as approximately 600,000 account records.
- **Security and compliance.** Strengthened CI/CD security gates, SBOM scanning, High/Critical vulnerability triage, remediation and approved risk acceptance, uploaded-file scanning, recurring reviews, audit response, and monthly security-update cycles.
- **Executive alignment and AI enablement.** Communicated roadmap progress, KPIs, trade-offs, and risks in monthly leadership and weekly FEMA GO reviews; used AI-assisted documentation with human review to support approximately 40 Confluence runbooks, incident procedures, access workflows, and guides.

Senior Product Manager, Mobile Collections (Contract)

Mar 2023 – Apr 2024

Capital One / Strategic Staffing | Hybrid - McLean, VA

Managed mobile product features for Capital One's new Collections Offer Center across iOS and Android, expanding digital self-service for past-due customers to review repayment options and resolve balances.

- **Customer communications and repayment journeys.** Defined eligibility, prompts, account-status logic, lump-sum payments, installment plans, and tailored offers across delinquency stages for Capital One mobile collections.
- **Discovery and regulated delivery.** Worked with a typical team of 10-15 across UX/UI, engineering, QA, and compliance to translate customer pain points and servicing rules into user stories, acceptance criteria, and accessible mobile journeys supporting responsible debt resolution.
- **AI-assisted product development.** Used generative AI/LLMs for research synthesis, requirements, user stories, and workflow ideation; validated outputs through human review while balancing compliance and release readiness.

AGENCY, CONSULTING & HOSPITALITY PRODUCT LEADERSHIP

Senior Digital Product Manager - Agency & Consulting

Feb 2021 – Mar 2023

BigDrop Inc. | 100% Remote - Broomes Island, MD

Led product discovery, strategy, and full-lifecycle digital delivery from customer research and roadmap prioritization through UX/UI, engineering, QA, launch, and optimization.

- **Portfolio and C-suite leadership.** Directed 22 high-profile website, application, and mobile engagements supporting approximately \$30M in paid invoices; led executive discovery workshops and translated brand, customer, commercial, and technical needs into roadmaps, SOWs, scope decisions, and delivery plans.
- **Altice / Optimum turnaround.** Recovered an at-risk approximately \$10M platform redesign involving roughly 60 customer journeys, high traffic, and connected credit-check, financing, eligibility, exception-handling, and compliance workflows.
- **Revenue protection.** Identified an approximately \$500K underbilling exposure, reconstructed the scope and supporting evidence, and worked with agency and client executives to justify and support recovery of the potential loss.
- **Distributed delivery.** Directed front-end, back-end, UX/UI, SEO, marketing, QA, and creative teams across the United States, Canada, Ukraine, Poland, Hungary, South Africa, and additional markets.
- **Complex digital products.** Delivered web, mobile, subscription-streaming, aviation, cybersecurity, legal, and enterprise experiences; coordinated integrations, launch gates, readiness reviews, and immediate response during critical releases.

Technical Product Manager - Hospitality Digital Commerce & SaaS

Apr 2011 – Feb 2021

Oracle / TIG Global / MICROS eCommerce / Milestone Internet Marketing | Washington, DC

Continuous 10-year hospitality product career spanning acquisitions and successive hospitality technology organizations.

Led hotel, resort, restaurant, golf, and spa products for major-brand and ownership-group portfolios, combining product strategy, consulting, global delivery, SaaS/CMS platform work, production operations, and revenue innovation.

- **Customer discovery and product analytics.** Interviewed hotel executives, owners, and commercial leaders; used Google Analytics, customer research, and performance data to shape digital-commerce roadmaps, prioritize customer needs, and guide conversion optimization.
- **Hotel commerce ecosystem.** Managed complete hotel website and digital-product builds and coordinated requirements, data flows, implementation, testing, defects, launch dependencies, and production support across a broad range of booking engines and reservation providers.
- **Digital dining and fulfillment.** Helped ideate, design, test, A/B test, launch, and scale restaurant online-ordering, reservation, payment, and order-fulfillment products supporting approximately 4,000 clients, with related responsive web and iOS/Android needs.
- **Ancillary hospitality products.** Managed complete website and software builds for golf and spa experiences, translating property-specific requirements into reusable features within proprietary platforms.
- **Global product organization.** Led typical teams of 10-15 developers, designers, QA specialists, content contributors, analysts, account managers, and technical stakeholders across China, Vietnam, India, Japan, Ukraine, Russia, Bangladesh, and other markets.

PRODUCT LEADERSHIP, CONTINUED

- **Platform and operations ownership.** Helped evolve a proprietary CMS/SaaS platform used by approximately 6,000 clients; served as a primary U.S.-hours operational owner for support, hosting escalations, major incidents, vendor coordination, and service continuity across hundreds and later thousands of sites.
- **Scale and launch governance.** Led more than 1,200 launches, oversaw production of 2,000+ new sites, and maintained approximately 6,000 active sites; created a 300-point pre- and post-launch checklist requiring coordinated signoff from seven functional teams.
- **Recurring-revenue innovation.** Conceived an abandoned-booking product that captured contact information early in the funnel and triggered email and advertising retargeting when a guest did not complete a reservation; introduced it to approximately 6,000 clients and onboarded about 2,000 at \$200 per month.
- **Conversion and innovation cadence.** Pioneered automated animated room and property imagery using After Effects and A/B testing; reported directly to the Milestone CEO and delivered two new product concepts per quarter while continuing client onboarding, roadmap execution, and platform feature development.
- **Operational excellence and recognition.** Implemented 60+ delivery and quality improvements; reduced manual effort by more than 20%, errors from approximately 5-6% to 0.05%, and case-resolution time by approximately 50%; supported SaaS enhancements tied to approximately \$5M annual profit and 20:1-21:1 ROI, award-winning work, and a Hospitality Engage keynote.

EARLIER DIGITAL, HOSPITALITY & GOVERNMENT EXPERIENCE

Founder / Business Owner & Digital Product Manager

Nov 2004 – Apr 2011

Dream Lab & iCafe Web Studios | Chicago, IL

Founded and operated a hybrid Internet cafe, technology retail location, and web-design studio from initial concept through profitable operation.

- **Startup and P&L ownership.** Opened the physical location from scratch; built the operating model, launched customer services, and achieved profitability within the first six months.
- **Technology operations.** Selected, installed, networked, and administered approximately 40 pay-per-use Internet workstations, including connectivity, user access, maintenance, troubleshooting, and day-to-day availability.
- **Vendor and supply ecosystem.** Established and managed relationships with external distributors for retail merchandise, food, coffee, and other in-store products; managed purchasing, inventory, and product mix.
- **Marketing and digital services.** Directed marketing and advertising for the business while operating the attached web-design studio and leading 40+ website and mobile engagements across discovery, design, development, e-commerce, SEO/PPC, launch, and maintenance.
- **Operational performance.** Implemented inventory and cost controls that reduced annual expenses by approximately 12% while sustaining the cafe, retail, and digital-services revenue streams.

General Manager / Web Administrator & Sales Manager

Jan 2002 – Oct 2004

Taylor's Prime Steakhouse | Los Angeles, CA

Selected to assume full-facility management during an internal leadership breakdown and restore stable restaurant operations.

- **Full-facility leadership.** Took responsibility for day-to-day restaurant operations, staffing, scheduling, service execution, standards, and management accountability.
- **People and payroll management.** Led recruiting, interviewing, hiring, coaching, performance management, terminations, staff administration, and payroll processing.
- **Commercial and digital operations.** Managed the restaurant website, digital marketing, advertising, and sales support while strengthening customer communications and local visibility.
- **Cost and inventory control.** Improved purchasing and inventory discipline, helping reduce annual operating expenses by approximately 12%.

Systems Administrator / Executive Technology Liaison

Feb 1999 – Dec 2001

NAVAIR AIR-4.2 Cost Analysis | Patuxent River, MD

Managed hardware, software, account access, and technology support for a 200+ person NAVAIR cost-analysis organization.

- **Enterprise user and access administration.** Supported more than 200 users across workstations, hardware, software, Active Directory accounts, permissions, network access, troubleshooting, and lifecycle maintenance.
- **NMCI modernization.** Served as a key contributor to the NMCI transition and major upgrade of approximately 200 systems, coordinating operating-system and software refreshes, migration readiness, testing, issue resolution, and user adoption.
- **Executive technology liaison.** Served as the personal technology liaison to Dave Burgess, Senior Executive Service leader for AIR-4.2 Cost Analysis, evaluating emerging tools and translating them into practical executive use.
- **Early mobile-computing adoption.** Introduced and trained executive leadership on the Compaq iPAQ and connected mobile workflows years before smartphones became mainstream.
- **Systems and web operations.** Administered Red Hat/Apache, IIS/Windows Server, workstations, and network devices and secured approximately \$300K in web-services contracts.

INNOVATION, APPLIED AI, EDUCATION & CREDENTIALS

AI product leadership and public practice: Founder of Cenedril and Heddy; hands-on AI consultant/advocate with 6K+ followers; Hospitality Engage keynote speaker and nonprofit/community leader.

Applied AI practice: Uses OpenAI/ChatGPT/Codex, Claude, Gemini, Copilot, Perplexity, Hugging Face, Cursor, LangChain, and local models for agentic workflows, tool-using agents, RAG, prompt/context engineering, rapid prototyping, software development, and human-reviewed evaluation.

AI PRODUCT & GOVERNANCE Generative AI, LLMs, agentic AI, AI agents, tool use and orchestration, RAG, embeddings/vector search, prompt and context engineering, model selection/evaluation, hallucination testing, human-in-the-loop review, guardrails, responsible AI, AI governance, LLMops/MLOps, AI observability and model monitoring, AI security, latency/cost optimization, and build-versus-buy/vendor evaluation.

CORE PRODUCT MANAGEMENT Product vision and strategy, 0-to-1 and 1-to-n product development, product discovery, Voice of the Customer (VoC), user/market/competitive research, business cases, PRDs, use cases, user stories, acceptance criteria, roadmap and backlog prioritization, OKRs/KPIs, product analytics, experimentation, B2B/enterprise SaaS, API-first platforms, GTM, pricing/packaging, commercialization, adoption, activation, retention, and expansion.

SECURITY & CREDENTIALS Department of Homeland Security (DHS) Product Management Security Certificate; currently held Secret clearance, sponsored by the Department of Defense (applicant-confirmed October 2026). Experience with Zero Trust/OMB M-22-09, IAM/IGA, RBAC, SSO, MFA, PAM/CIAM, OAuth 2.0, OIDC, SAML, NIST 800-53/RMF, FISMA, FedRAMP, ATO, Section 508/WCAG, vulnerability management, and audit readiness.

PRODUCT, CLOUD & SECURITY Jira, Confluence, Aha! Roadmaps and custom dashboards/reporting, Productboard, Azure DevOps, Figma, Miro, Agile/Scrum, SAFe, Kanban, Waterfall, AWS, Azure, Google Cloud, Oracle Cloud, GitHub/GitLab, Jenkins, Docker, Kubernetes, Terraform, APIs/SDKs, CI/CD, DevSecOps, SRE/observability, Selenium, Gatling, Dynatrace, SAP, SQL, Microsoft Excel, HubSpot, Google Analytics/GA4, Amplitude, Mixpanel, Tableau, Looker; AEM, CRM, SEO/PPC, marketing automation, e-commerce, and SBOM.

EDUCATION & EXECUTIVE DEVELOPMENT

Harvard Business School Online — Business Analytics, Disruptive Strategy, Technology Management, Management Coursework & Negotiation Mastery; Certificates of Completion | **Apr 2016 – Dec 2018**

Computer Learning Center — Bachelor's Degree, Computer Science | **Sep 1, 2000 – Jun 20, 2004**