

# CODY TIBBETTS

Salt Lake City, UT | (435) 260-8224 | ctibbetts05@gmail.com | linkedin.com/in/codytibbetts

## PROFESSIONAL SUMMARY

---

Cross-functional product and operating leader with 15+ years turning executive priorities into shipped outcomes. Director-level product leader at Credit.com and Progrexion who drove digital-first business pivots and enrollment redesigns that lifted conversion and cut customer journeys in half, and now co-founder owning the operating rhythm of an analytics firm measuring \$50M+ in marketing spend across 10 clients. Equally effective leading product discovery and delivery and running the OKRs, operating cadence, and cross-functional orchestration that keep teams executing. Data-fluent and PMP-certified.

## EXPERIENCE

---

### Tap In Digital — Co-Founder & Technology Leader

Aug 2024 – Present

- Own the operating rhythm as co-founder — quarterly priorities, OKRs, leadership cadence, and resourcing across 10 concurrent client engagements (\$50M+ in marketing spend under analysis).
- Co-founded the agency and built its operating foundation from the ground up; scaled the team from 4 to 8 full-time employees plus 4-5 specialist contractors.
- Serve as an independent measurement partner to CTV, SEO, and AI-search vendors; findings directly influenced \$5M+ in client CTV investment decisions.
- Delivered an MMM engagement that identified a paused YouTube channel as a major volume driver, informing its reinstatement and spend reallocation.
- Architected an end-to-end MMM quality-assurance system (Flask input validation and output verification), setting repeatable quality gates for every client model run.
- Own the data stack (PostgreSQL/RDS, Redshift, Snowflake) and built internal React tooling and agentic AI workflows that increased analyst throughput.

### Credit.com — Director of Product Management

Apr 2022 – Aug 2024

- Drove the pivot from a call-center sales model to a digital-only motion, shifting 60%+ of acquisition volume and cutting call-center headcount 40%+ while growing customer lifetime value.
- Led the flagship enrollment redesign from 7 steps to 3 — informed by customer interviews, usability testing, and A/B testing — lifting initial conversion ~15% across 500+ daily enrollments.
- Rebuilt Lexington Law's credit-dispute flow from 10 steps to 4 post-acquisition, growing completion from 40% to 85%+ across 400+ daily users.
- Led Phase 1 of the consumer UX for a payment-platform migration, integrating new billing infrastructure into subscription flows.

### Progrexion — Director of Salesforce Product & Marketing PM

Nov 2019 – Apr 2022

- Led a multi-phase Salesforce transformation across four business units (Marketing, Sales, Servicing, Finance/HR), retiring legacy platforms and unblocking SOC 2 and PII-handling compliance.
- Built and ran a 3-5 person project-management team; established intake, prioritization, and delivery cadence across the marketing portfolio.

### Progrexion — Senior Project Manager

Jan 2017 – Nov 2019

- Reported directly to the CMO with regular executive steering-committee reporting.
- Implemented analytical decision models (Marketing Mix Modeling, ability-to-pay scoring, product selection, lead scoring) that became the backbone of marketing-spend and sales-qualification decisions.
- Designed soft-decline payment logic that grew ability-first payment rates from 64% to 75% while holding cancellation risk flat.
- Owned executive relationships with the three major U.S. credit bureaus (TransUnion, Experian, Equifax): partnership reviews, compliance, and contract negotiations.

### Progrexion — Senior Manager of Implementation

Dec 2015 – Jan 2017

- Owned the Teleservice rollout of an automated compensation system, moving payouts from a manual Excel process to the Callidus platform.
- Owned agent scripting across Teleservice, Compliance, and Legal, enabling rapid updates as products, offers, and regulations evolved.

Earlier at Progrexion / CreditRepair.com (2007 – 2015): Operations Manager, Sales Manager, Sales Representative — progressed from front-line sales into operations leadership.

## SKILLS

---

**Product:** product strategy & roadmap ownership, discovery, user research & usability testing, PRDs & user stories, A/B testing, RICE prioritization, funnel & conversion optimization, UX & platform modernization.

**Operating & Leadership:** executive partnership, cross-functional orchestration, operating cadence (intake, prioritization, delivery), OKRs & quarterly planning, stakeholder & change management, vendor & contract management, team building & scaling.

**Data & Analytics:** SQL, Snowflake, Redshift, PostgreSQL/RDS, Fivetran, Weld, Marketing Mix Modeling, attribution, spend optimization, Looker Studio, GA4, Flask, React.

**Tools & Domain:** Salesforce, JIRA, ClickUp, Confluence, Claude Code, Cowork, agentic AI workflows; consumer fintech, SOC 2 & PII compliance.

**Certification:** PMI Project Management Professional (PMP), 2021.

## EDUCATION

---

University of Utah, Salt Lake City, UT (2005 – 2008)