

Shannon Joyce Owens

0 to 1 Product Leader / Growth, Digital Commerce & Applied AI

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PMP · Advanced CSM · Lean Six Sigma Green Belt

\$0 to \$12M+ channel, built from scratch

Fortune 500 account originated

\$8B pension fund governed

POSITIONING

I build products from zero and own the line all the way to revenue. At a Nasdaq-listed construction-tech company I built a B2B digital rental channel from scratch to a \$12M+ annual run rate in two years, owning strategy, architecture, delivery teams, and budget, then turned it into a product-led growth engine connecting rental demand to durable accounts, credit onboarding, payments, and organic SaaS adoption.

Twenty years spanning product, program delivery, and institutional fiduciary oversight, including chairing Missouri's \$8B public pension fund. I have owned a channel P&L, an ML pipeline, a federal-compliance workstream, and a public fiduciary board: the same problem at four altitudes.

SELECTED IMPACT

- **Built a digital rental channel from zero: \$0 to \$12M+ run rate.** Owned strategy, architecture, and execution end to end at a public construction-tech company serving 400+ branch locations. Launched January 2024; grew to \$1M+ monthly revenue at 36 to 40% YoY within two years, the trajectory the company carried into its IPO narrative. In 2025: 3,361 online rental requests (+58% YoY), \$7.1M in request value (+76% YoY), 36.6% request-to-order conversion.
- **Digital discovery originated a Fortune 500 enterprise account.** In 2024 a Fortune 500 energy major that had never heard of the company found it through the organic presence and digital experience I built and owned. The relationship became one of the company's largest enterprise accounts.
- **Turned accounts into the growth flywheel.** Drove 4,562 new accounts (+328.8% YoY) by tying account creation to rental, onboarding, and credit workflows. Accounts came to drive 80% of digital order-producing activity, with repeat requesters up 245% YoY. Built the company's first emailable customer base from zero, powering customer targeting across HubSpot, Klaviyo, and Segment.
- **Built the self-service experience and the operations behind it.** Account holders manage credit, extend or swap rentals, request service, and pay by saved card, with a telematics connection surfacing fleet utilization. Unified rental and telematics-SaaS authentication drove 30% of accounts into SaaS engagement organically, with zero forced upsell. Behind it: structured digital onboarding, two CreditSafe workstreams with OFAC compliance embedded, and a credit-operations inbox handling 600 reviews/month with processing time cut 50%.
- **Shipped applied AI and predictive maintenance in production.** Scaled the used-equipment platform from 5,000 manually managed listings to 100,000 items using a computer-vision pipeline on Amazon Rekognition Custom Labels processing 1 to 2M images. Separately built an abnormal-operating-condition model on live J1939 telemetry, moving the fleet from reactive repair to intervention before failure.
- **Led the team, the external engineering group, and the budget.** Managed a four-person internal web-experience team plus an 8-person external engineering team and a \$1.2M/year delivery budget, roughly \$3.8M over three years. Doubled organic traffic in 10 months and grew top geo-targeted pages 10x in six months, profiled in a third-party SEO case study, while managing a \$150K/year paid-search budget.

EXPERIENCE

AI Strategy & Systems Builder , Independent

Jun 2026 to Present

Jefferson City, MO

Building a production multi-agent AI orchestration system: 15+ specialized agents with tiered permissions, human-in-the-loop approval gates, and auditable records. Shipped live civic products, including MO Bill Watch (mobillwatch.com), a Missouri legislation tracker, and JCMO Today (jcmotoday.com), a self-running local events hub. Delivered "I Built an AI Chief of Staff (You Can Too)" to the AI Business Breakfast, August 2026.

Product Manager, Head of Digital Commerce , EquipmentShare (Nasdaq: EQPT)

Aug 2021 to Jun 2026

Columbia, MO · Functional scope: channel P&L, 4 internal and 8 external reports, \$1.2M budget

Built and owned the digital rental channel end to end (launched January 2024) for a 400+ branch construction-tech platform: revenue strategy, delivery teams and budget, credit and compliance integration, and the 2025 product-led growth program connecting rental to accounts to onboarding to SaaS adoption. Owned the operational-to-experience loop across onboarding, credit, payments, and insurance, the customer self-service account experience, the applied-AI work above, and the website, SEO, PPC, email, and digital reputation of a Nasdaq-listed company.

Program Manager , Missouri Employers Mutual

May 2018 to Jul 2021

Columbia, MO

Managed full-lifecycle replacement of customer and agent portals with a 40-person cross-functional team, cutting the core quoting workflow from 10 minutes to 3 and redesigning claims intake to reduce manual entry.

IT Policy Director , Missouri Dept. of Natural Resources

Nov 2016 to May 2018

Jefferson City, MO

Directed Missouri's first enterprise Master Data Management implementation, a unified data framework for 1,400 employees and compliance infrastructure for roughly 20,000 regulated businesses. Managed a \$12M IT budget across 14 concurrent projects and led MoGEM, a multi-year eServices portal for permits, reporting, and fee payment.

Project Manager , Missouri Office of Administration, ITSD

Mar 2016 to Nov 2016

Jefferson City, MO

Project manager and Scrum Master for DNR's first agile development project, analysis through user acceptance testing in three months. ITSD program manager for MoGEM.

Project Manager , Office of the State Courts Administrator

Jul 2012 to Mar 2016

Jefferson City, MO

Directed statewide rollout of Missouri's eFiling system across all 115 counties, personally leading 49 county implementations and working directly with judges and court staff on adoption and change management.

Legislative Analyst , Office of the State Courts Administrator

Aug 2006 to Jul 2012

Jefferson City, MO

Led the judge transfer program and the salary analysis behind the report that tied Missouri state judge pay to federal judge pay.

BOARD SERVICE

MOSERS (Missouri State Employees' Retirement System), Board Chair & Trustee

Jan 2015 to May 2018 (elected Chair Jan 2017)

Fiduciary oversight of Missouri's \$8B public pension fund. Built audit and investment-oversight infrastructure and weighed risk, governance, and disclosure obligations at board level.

EDUCATION, CERTIFICATIONS & SKILLS

MBA, William Woods University (2006) · **BS Marketing**, Marquette University (2001) · PMP (2014) · Advanced Certified Scrum Master (2020) · CSM (2015) · Lean Six Sigma Green Belt (2017)

Product Strategy & Revenue Ownership · 0 to 1 Product Building · Product-Led Growth · Digital Commerce · Onboarding, Credit & Payments · Regulatory Compliance (OFAC/credit) · Applied AI/ML Delivery · Budget & Vendor Management · Amazon Rekognition · GA4 · HubSpot · Salesforce