

MICKEY BUSHMAN

Principal Product Manager — AI / Computer Vision, Embedded Payments & Platform Strategy

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SUMMARY

Principal Product Manager with an 18-year track record architecting and scaling SaaS, embedded-fintech, and AI/computer-vision products for ServicePower, a field-service software provider recognized as a 6-time Gartner Magic Quadrant Visionary. Known for taking on ambiguous or previously-failed product areas — a platform data-integration layer, a payments capability, an AI quality-assurance product — and turning each into a durable, revenue-generating part of the business. Owns product strategy across ServicePower's core platform — data integration, Scheduling, VisionAI, and BI/reporting — coordinating roadmap execution across the broader product organization while orchestrating a team of specialized AI agents to independently execute automation, documentation, and executive deliverables well beyond typical Principal PM capacity.

SELECTED HIGHLIGHTS

- Personally own **2 of ServicePower's 3 strategic product pillars** (Scheduling, VisionAI) — a scope typically owned by 2 high-performing Product Managers — carried solo by orchestrating a team of specialized AI agents (via Kiro) to independently compose automation tooling, requirements, documentation, and executive presentations, sustaining **elite-level individual output** across the organization.
- Conceived and launched an embedded payments (Merchant of Record) capability inside ServicePower's contracted-workforce platform — which serves **an extremely large and growing network of independent service organizations** — enabling cash-on-delivery card transaction processing and creating a new, scalable transaction-revenue stream from a previously non-monetized part of the business.
- Own the platform infrastructure that enterprise clients — including **Electrolux, LG, GE Appliances, Home Depot, Lowe's, Assurant, AIG, and SquareTrade** — depend on to recruit, dispatch, and pay their networks of contracted field service providers, embedding ServicePower as mission-critical infrastructure inside each client's service-fulfillment workflow.
- Architect product strategy for VisionAI, **ServicePower's flagship growth product**, an AI/computer-vision quality-assurance solution for the **FTTH and utilities** markets, including the human-in-the-loop feedback system (precision/recall drift monitoring and model retraining) that powers its continuous-learning pipeline.
- **Proven 0-to-1 operator**: built ServicePower's flagship mobile product from concept to a combined **\$1.8M in total contract value (\$1M and \$800K contracts)** across two Fortune 500 accounts (Coca-Cola Refreshments, Nielsen) within 12 months of MVP — the same product still underpins ServicePower's core mobile offering more than a decade later.

CORE EXPERTISE

Product Leadership: End-to-End Solution Ownership, Multi-Product Portfolio Management, 0-to-1 Product Launches, Product Strategy & Roadmaps, M&A Product Integration, Go-to-Market Strategy, RICE/Kano Prioritization

AI & Computer Vision: Multi-Agent AI Orchestration (Kiro), Computer Vision/AI Product Management, Precision/Recall & Model Drift Monitoring, Human-in-the-Loop ML Feedback Systems, Prompt Engineering

Fintech & Platform: Embedded Payments / Merchant of Record, Transaction-Based Monetization, APIs (REST, SOAP) & Integration Architecture, Federated SSO, Platform / Data Broker Architecture, Data Analytics & Reporting

Technical & Tools: Angular, JavaScript/HTML5/CSS, Node.js, SQL, Database & Schema Design, Jira, Confluence, Aha!, Productboard, Segment, Amplitude, HubSpot, Figma

EXPERIENCE

Principal Product Manager — ServicePower, McLean, VA

02/2013 – Present (promoted from Sr. Product Manager)

- Manage product strategy for **VisionAI**, ServicePower's flagship growth product: field technicians capture images of meters, splice boxes, and street cabinets; the model performs multi-point compliance detection (cable connections, stress-relief hardware, debris, tidiness) and returns pass/fail outcomes with bounding-box annotations directly to the field device, plus a manager-facing portal for searchable image audit and quality review.

- Own product strategy for **Scheduling**, ServicePower's workforce scheduling/optimization product, expanding ownership beyond original product lines in recognition of consistent top-tier performance.
- Own **ServicePower's BI/reporting layer**, including **self-service data analytics**, giving customers and internal stakeholders direct insight into product usage and field performance without engineering or BI-team involvement.
- Designed and shipped a **Merchant-of-Record payments capability** within the contracted-workforce platform used by Electrolux, LG, GE Appliances, Home Depot, Lowe's, Assurant, AIG, and SquareTrade to manage an extremely large and growing network of independent service organizations — charging a 3% transaction fee on COD payments and converting a captive-usage platform into a new monetized revenue line.
- Founded and scaled ServicePower's SaaS-based, offline-first mobile field service application **from 0 to 1**, originating the product at Stratix Corporation and carrying it to market following ServicePower's 2013 acquisition of the mobile software group; runs natively across iOS, Android, and Windows plus web-kit browsers.
- Own ServicePower's platform / data broker layer — APIs and integration layer, unified configuration, federated SSO, roles and permissions, in-app payments — the connective tissue across all ServicePower products, processing **millions of transactions per hour**; originally delivered after four prior internal attempts had failed.
- Directed product strategy for ServicePower's employed workforce solution — 5 integrated products spanning consumer-facing, back-office, reporting/analytics, and mobile.
- Built and led a team of 2 direct reports (Product Manager, Technical Writer) plus outsourced development teams as a servant leader.

Product Manager — Stratix Corporation, Norcross, GA

11/2008 – 02/2013

- Recruited as a founding member of Stratix's enterprise mobile software group, brought in to help launch the team as an internal startup unit; architected and shipped an enterprise B2B/B2C field service mobile solution from concept to MVP in under 12 months on Windows Mobile, complete with a back-office management and reporting portal.
- Grew the product into two flagship enterprise contracts within 12 months of MVP: **Nielsen (~\$1M/year, 5,000 field resources)** and **Coca-Cola Refreshments (~\$800K/year, 3,500 field resources)** — a combined \$1.8M in total contract value (\$1M and \$800K contracts).
- Co-invented a low-code mobile business rules framework enabling real-time changes to field calculations, screen layout, process flow, and validation.
- Re-architected the product as a fully offline-capable, cross-platform HTML5/CSS/JavaScript solution in 3 months after Microsoft's unexpected end-of-life announcement for Windows Mobile — the technical foundation later carried into the ServicePower mobile product; moved to ServicePower in 2013 following the acquisition.

EARLIER CAREER

Technical Lead, Quofore, Atlanta, GA (08/2008 – 11/2008) — Led requirements gathering and technical workshops for three Kraft General Foods product implementations, managing delivery partnerships with Avanade and Accenture.

Sr. Solutions Engineer / Sales Engineer, Apacheta Corporation, San Diego, CA (08/2005 – 08/2008) — Sold and designed enterprise mobile solutions across major consumer brands (Coca-Cola, Dr Pepper Snapple, Bell Canada), translating field requirements into development specs and writing code to help deliver customer implementations.

Programmer Analyst, Quill Corporation (a Staples company), Lincolnshire, IL (07/2003 – 08/2005) — Built automation and high-transaction system integrations for distribution center operations as technical lead.

EDUCATION

Computer Science — Ohio University, Athens, OH (2002)