

JOSEPH HIBER, CSP

Inver Grove Heights, MN · 651-216-5870 · joehiber@gmail.com · linkedin.com/in/joehiber

PROFESSIONAL SUMMARY

Product leader with 10+ years of experience driving SaaS product strategy across the full lifecycle in the staffing and HR technology space. Proven track record building and leading cross-functional product teams of 4–8 POs and BAs at B2B software companies. Leading ideation and roadmap strategy through launch, adoption, and growth. Deep expertise in platform product development, AI/automation product launches, and GTM execution. Known for translating executive vision into prioritized roadmaps that deliver measurable business outcomes, and for establishing the product operating systems OKRs, Stage Gates, backlogs that scale high performing teams.

PROFESSIONAL EXPERIENCE

SimpleVMS (acquired by Avionte Staffing Software) · Remote

January 2025 – Present

Director of Product Management · Staffing industry's first end-to-end ATS + VMS platform

- Built the product function from the ground up following Avionte's strategic acquisition of SimpleVMS, establishing roadmap processes, discovery cadences, and a team of 2 product professionals.
- Architected and delivered the staffing industry's first native ATS-to-VMS integration — eliminating manual data re-entry for recruiters and creating a seamless, end-to-end workflow for staffing agencies and their clients.
- Led GTM strategy and launched a talent-facing mobile app for day labor employees, expanding the platform's addressable market and improving worker engagement.
- Shipped an AI-powered support chatbot that automated resolution of the most common user inquiries, reducing support ticket volume and improving self-service rates.
- Featured speaker on the Avionte Digital Edge podcast discussing the product vision and business impact of the ATS-VMS integration initiative.
- Leveraged AI to accelerate product hypothesis generation and validation, synthesizing behavioral data from Pendo, pipeline and customer data from HubSpot, and development signals from GitHub to drive evidence based prioritization decisions.
- Launched SimpleVMS's first-ever public-facing product roadmap, increasing customer transparency and reducing inbound roadmap inquiry volume from the sales and customer success teams.
- Defined the product organization's core KPIs and built recurring board-level reporting materials, establishing product accountability and visibility at the executive level.

Avionte Staffing Software · Eagan, MN

September 2021 – January 2025

Product Platform Director · November 2023 – January 2025

- Owned cross-cutting platform strategy to unify Avionte's multi-product suite into a cohesive, integrated staffing platform.
- Led the product acquisition integration of SimpleVMS — scoping the MVP, defining integration milestones, and aligning engineering and go-to-market teams across two product organizations.

Director of Product · AI & Automation (Pixel) · June 2023 – November 2023

- Led Avionte's AI product development and brought to market Pixel — Avionte's AI-powered Recruiter Assistant collaborating closely with NLP and Generative AI partners to embed intelligent automation into the core staffing platform.
- Defined AI product strategy and roadmap in a fast-moving space, balancing partner-built capabilities with internal development priorities.

Director of Product · BOLD Front Office · September 2021 – May 2023

- Managed Avionte's flagship SaaS front office staffing platform, directly accountable for roadmap execution, customer retention, and new feature delivery.
- Led a cross-functional product team of 4–8 Business Analysts and Product Owners spanning multiple product lines and business units.
- Instituted a Stage Gate product process that created a repeatable mechanism to surface investment opportunities,

share roadmap updates with the executive team, and align on prioritization.

- Partnered with executive leadership on company-level OKR definition, then translated strategic goals into a prioritized, multi-product roadmap tied to business growth initiatives.
- Trained and coached team members on product methodology, user story and acceptance criteria creation, and business case development.

Jamf Software · Minneapolis, MN

April 2021 – September 2021

Product Owner · Content Delivery

- Led two agile delivery teams supporting content delivery features across iOS, macOS, and tvOS product lines.
- Managed full delivery lifecycle from requirements through launch — balancing backlog of features, bugs, and enhancements while owning sprint planning and team capacity.

AkkenCloud · Nashua, NH (Remote)

May 2019 – April 2021

Regional VP of Sales

- Built repeatable sales processes and SOPs for a SaaS staffing platform; served as a key voice of the customer, contributing product feedback that shaped the mobile app, time & attendance, and integration roadmap

PayMyTab · Fort Lauderdale, FL (Remote)

May 2018 – May 2019

Director of Customer Success

- Launched order-at-the-table and online ordering products for a hospitality-focused EMV payment startup, writing business requirements and managing cross-functional delivery.

Avionte Staffing Software · Eagan, MN

May 2013 – May 2018

Product Owner

- Drove the platform transition from a legacy WinForms application to a modern SaaS cloud platform — one of the company's most significant product initiatives.
- Managed up to 3 concurrent development efforts using Kanban, spanning compliance (ACA), mobile (job boards, online applications), and partner integrations (ADP WOTC, EchoSign).
- Owned Epic story mapping, design narratives, user story definition, acceptance criteria, sprint ceremonies, UAT, and stakeholder demos using AHA!, Jira, and Confluence.

CORE COMPETENCIES

▪ Product Vision & Strategy	▪ Go-to-Market Execution	▪ Platform Product Development
▪ AI / Automation Products	▪ Product Lifecycle Management	▪ OKR Strategy & Definition
▪ Cross-Functional Team Leadership	▪ Executive Stakeholder Communication	▪ Stage Gate Processes
▪ Feature Prioritization & Roadmapping	▪ Agile / Scrum / Kanban	▪ Customer Discovery & Feedback Loops
▪ SaaS B2B Products	▪ Product Metric Analysis & KPIs	▪ Team Hiring & Development

TOOLS & TECHNOLOGY

Jira / Confluence · Azure DevOps · Pendo.io · Figma · Lucidchart · Aha! · Asana · Salesforce · Zendesk · Microsoft 365 · Anthropic / AI Tools

EDUCATION & CERTIFICATIONS

Certified Staffing Professional (CSP)

American Staffing Association

Metropolitan State University

Saint Paul, MN

Coursework in Human Resource Management, Employee Training & Development, Business Management, and Professional Sales