Anthony Free

Nanaimo, BC · Remote (Pacific Time) · Canada-based; open to contractor/EOR arrangements

https://anthonyfree.com · https://www.linkedin.com/in/anthonyfree/

SUMMARY

A collaborative Product Manager with over 20 years of experience delivering user-centric solutions across multiple products and cross-functional teams. Blending strategic thinking and empathetic leadership to successfully manage product roadmaps and backlogs that help teams produce meaningful work. Consistently launches products to market that not only meet business objectives but also resonate with users, resulting in improved customer satisfaction, engagement, & conversion. Hands-on builder of agentic AI workflows for product teams.

EXPERIENCE

Principal Technical Product Manager — AT&T · November 2023 – September 2026
AT&T Business – Business Technology Product Development, Remote
Product lead for converged, multi-product commerce on AT&T Business's digital self-service platform. Drove AT&T Business Voice from concept to launch on digital, built a post-sale portal for customers to provide installation site details, device configuration, and payment information, and established AI-assisted delivery practices across the program.

- **Product Management**
  - Defined and prioritized program increments of a unified wireless-and-wireline cart and checkout platform, reconciling each product line's conflicting data requirements into one experience, which **enabled products to share design framework UI components and backend services.**
  - Replaced a spreadsheet-driven seller process that delayed installations with a self-service post-sale setup platform, **cutting setup from days to minutes or hours.** Its product-agnostic design later powered seller-initiated checkout and a shared payment capability.
  - Moved email notifications onto target architecture, adding delivery tracking and UI-based template editing and **taking template upkeep and troubleshooting off the development team.**
  - Launched the platform's first A/B test with Akamai routing and Adobe Analytics tagging, comparing a combined Learn-Buy page to plan selection **without incremental cost or heavy integration work**, setting the model for later tests.
  - Led a cross-functional team taking AT&T Business Voice from concept to self-service launch on business.att.com, **delivering every release on time, on budget and to spec.**
  - Led UX, content and engineering to replace a multi-page purchase flow with a single-page Learn & Buy experience, **onboarding shared React components now reused in wireline and wireless pages.**
  - Used GitHub Copilot to analyze application code and pinpoint issue root causes within an average of 1–4 hours **allowing engineers to quickly validate and resolve without reducing velocity on delivering new scope.**
- **AI Building & Tooling**
  - Built scheduled agentic workflows that **kept frontend and backend codebase documentation current without manual upkeep**, giving architects, PMs and stakeholders verifiable context to generate diagrams, work items and SpecKit-ready specs.
  - Built a GitHub Copilot agent-skill workflow turning requirements and context data into Azure DevOps work items, **cutting feature definition from 1.5–3 months to 2–3 weeks.** Adopted across the immediate team, it sparked similar workflows org-wide.
  - Drafted UI screen and email content with AT&T's internal GenAI tool, primed with existing marketing and product copy, **cutting weeks of drafting to hours of editorial review.**
  - Built Lovable prototypes in an AI pilot, including a configurable converged cart and checkout, to **align stakeholders on target page flows and data models and guide UX testing and system design.**

- **Program & Portfolio Management**
  - Created a Content Record Document template showing UI copy in placement context, **replacing multi-hour reviews across Figma, Word and Azure DevOps;** adopted as the platform standard across product onboardings.
- **Leadership & Collaboration**
  - Ran live "Bug Hunt" sessions for Business Voice that surfaced stakeholder issues and feedback, **yielding defect fixes and backlog enhancements** while giving stakeholders direct ownership of the site experience.

Senior Technical Product Manager — AT&T · April 2023 – November 2023
AT&T Business – Business Technology Product Development, Remote
Pivoted from program portfolio management to hands-on product analysis and feature definition, onboarding enterprise fiber broadband and AT&T Business Voice to a new digital self-service commerce platform.

- **Product Management**
  - Authored the software requirements document for a new fiber broadband product within two months, partnering with product owners, UX, CX research, engineering and architects to **bring the product to digital.**
  - Ramped on AT&T Business Voice's requirements and architecture and wrote a large feature-set in under two weeks, then led development planning that **expedited a proof-of-concept purchase experience ahead of the first integration milestone.**
- **Program & Portfolio Management**
  - Started a weekly product collaboration ceremony uniting stakeholders, business product partners, UX and product marketing for continuous feature definition, then reused the model for Business Voice to **align teams earlier in delivery.**
- **Leadership & Collaboration**
  - Organized and ran stakeholder testing for the fiber broadband launch, **capturing feedback that drove defect fixes, with the rest prioritized into product and design backlogs** alongside stakeholders.

Lead Product Management & Development — AT&T · April 2021 – April 2023
AT&T Business – Business Technology Product Development, Remote
Owned budget, portfolio and intake for the SMB and Mid Market digital transformation programs, then broadened into LPM, TSM, release management and CX research as the team's needs shifted.

- **Product Management**
  - Learned UserTesting.com to absorb a surge in CX research requests, running user tests whose **implemented recommendations helped beat the CSAT target.**
- **Program & Portfolio Management**
  - Directed capital planning for business broadband, voice and wireless on business.att.com, presenting ROI-prioritized scope reviews built on historical sales data that **helped secure three years of funding to transform the digital sales channel.**
  - Kept a multi-project cross-functional budget portfolio **on budget and on track** by vetting change requests for business need and negotiating estimates with external applications and vendors.
  - Created delivery and budget processes for external applications with long lead times, high demand and non-Agile project management, **minimizing last-minute scope changes, prioritization conflicts and delivery trade-offs.**

Lead Product Marketing Manager — AT&T · March 2016 – April 2021
AT&T Business Digital Experience – Small Business, Remote
Influenced strategy, products, and services for the Small Business digital transformation at AT&T.

- **Product Management**
  - Migrated Small Business customers from a legacy account management portal to a modern, Agile-managed platform, **reducing yearly operating and infrastructure costs.**
  - Mined CSAT survey responses to find and fix defects and ship enhancements, **lifting year-over-year CSAT.**

    - Led a cross-functional Agile team of PMs, analysts, architects, UX and engineers through a large-scale att.com/smallbusiness eCommerce redesign that **beat first-year revenue targets and kept growing year over year.**
- **Program & Portfolio Management**
    - Developed strategic business cases that **contributed to exceeding revenue and cost-savings targets, fueling five years of year-over-year revenue growth.**
- **Leadership & Collaboration**
    - Ran a weekly strategy meeting for product owners covering sales updates, issues and leadership readouts, **creating continuity across products and streamlining data gathering and analysis.**

Earlier career · Business & systems analysis
Sr. Business Systems Analyst at AT&T, Systems Analyst at Microsoft, and Sr. Business Analyst at Washington Mutual Bank. The work covered small-business eCommerce platform consolidation, AT&T's first integrated wireless-and-wireline online sales experience, and online banking and call-center operations. Early career theme: translating business needs into clear requirements and documented processes that technical teams could build on.

EDUCATION

Associate of Technical Arts Degree — Edmonds Community College · June 2008