

Keith Wagner, MBA

Operational & Product Data Leader | CPO · COO · Head of Product Operations

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EXECUTIVE PROFILE

I built my career connecting human insight to business success. Executive leader with over a decade spanning startup founding, high-growth SaaS, and enterprise healthcare technology. Combines behavioral psychology, advanced product telemetry, and operating discipline to turn user insight into measurable enterprise ROI.

PROFESSIONAL EXPERIENCE

BALBOA — Chief Technology Officer & Founder | 2024–2026

- Co-founded and scaled an enterprise analytics consultancy; established tier-one platform partnerships; advised Outreach, Ease.io, Resorts World Las Vegas, and Emburse; served on the Board of Directors.

BAMBOOHR — Principal Manager of Operations | 2023–2025

- Overhauled web and mobile product analytics infrastructure, established telemetry governance, and delivered executive briefings on retention and customer health.

HENRY SCHEIN ONE — Director of Product Data and Operations | 2017–2023

- Built Product Data and Operations from the ground up, connecting Pendo and Jira data to Domo dashboards and automating data-quality verification. Earlier: Senior Product Manager, Joint Venture Development; Product Manager, Enterprise Software.

H&R BLOCK — Utah Region IT Operations Manager | 2015–2017

- Directed regional IT infrastructure, systems deployment, and retail branch operational readiness.

SELECTED BUSINESS IMPACT

- Audited behavioral funnels and removed conversion friction, driving an attributable \$1.3M bookings lift in 60 days.
- Designed and instrumented a 60-step financial onboarding guide with contextual checkpointing, reducing activation abandonment.
- Used retention-correlated telemetry to redirect reporting priorities and launch guided custom-report education.

EXPERTISE

Pendo · Snowflake · Databricks · Segment · Domo · Tableau · Jira · API pipelines · MCP servers · Product Operations · Telemetry Governance · B2B SaaS · PLG

EDUCATION & CREDENTIALS

- MBA, Utah Valley University, Woodbury School of Business (2017) — Business Analytics & Statistical Modeling
- BS Psychology, Arizona State University (2015) — Cognitive Mechanisms & Behavioral Analysis
- Pendo Impactful Business Award · Pendo Business Impact Award · Product-Led Certification · Cultural Transition Process Certified