Lester Littell

Digital Product Leader

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Summary

Adaptable digital product leader with experience orchestrating product roadmaps and cross-functional teams to drive user engagement and business growth. Leverages market insights to create scalable solutions, boosting web and mobile app performance and conversions, and translating complex strategies into actionable plans. Thrives in async environments by communicating clearly, managing ambiguity, and aligning stakeholders around focused, measurable outcomes.

Professional Experience

Tusk Software | Knoxville, TN

Digital Project Manger - Contract

05/2025 – 10/2025

- Led a cross-functional team of designers and developers to build a custom enterprise management system for a leading property management company, ensuring robust digital platform performance.
- Orchestrated project planning, requirements gathering, and roadmap management to deliver a scalable solutions that optimized operational efficiency.

Pilot Travel Centers | Knoxville, TN

Manager Digital Products

06/2022 – 11/2024

- Enhanced omni-channel digital engagement by directing a high-performing team to evolve mobile apps, in-store kiosks, e-commerce platforms, and B2B/B2C applications, driving a 14% increase in user engagement.
- Developed and executed a strategic roadmap for the flagship mobile app, integrating features such as mobile e-commerce, loyalty programs, usability enhancements, onboarding, and security, which supported a 10% year-over-year growth.
- Leveraged market trends and customer insights to achieve a 24% increase in mobile reservations through targeted strategy adjustments and continuous user research.
- Defined and managed the strategy for the primary digital engagement platform that processed over $7B in transactions annually, demonstrating proficiency in B2B software and web technologies.
- Revamped the mobile loyalty program architecture to accelerate release cycles and enable A/B testing, improving product quality and user experience through close collaboration with design, engineering, and development teams.

Pilot Travel Centers | Knoxville, TN

Digital Product Manager III

01/2021 – 06/2022

- Managed multiple high-performing digital products, crafting end-to-end strategies, including go-to-market plans and robust performance measurement frameworks, driving seamless execution across cross-functional teams.
- Increased KPIs by 12% and driving gross profit impact of B2B mobile app by leading a cross-functional design, integrations and development team to implement a modern UX and self-service CMS (content management system).
- Enabled partner integrations with a self-service API portal, expanding reach of digital engagement and loyalty interactions by deploying optimized APIs, contracts, service-level agreements (SLAs), and detailed documentation.
- Led the architectural modeling, strategy, vision and integration roadmap for the enterprise content management system into guest facing digital products including mobile apps, kiosks, websites and other digital touch points.

BigWheel Digital| Knoxville, TN
Product/Project Manager
11/2015 – 01/2021

- Collaborated with clients to craft and execute custom web, mobile, OTT and digital marketing strategies while nurturing long-term relationships. Guided new clients from project inception to completion, overseeing many concurrent projects.
- Achieved an 80% conversion rate and reduced lead acquisition costs to $1.75 per lead through the inception to launch of a B2B2C platform for a nationwide network of independent dealers.
- Enabled 166+ million engagements in the first year and sustaining 32% annual growth for three consecutive years by developing a scalable and adaptable system for on-air and sponsor-driven events for Disney.
- Streamlined supply chain operations for local breweries by introducing a B2B marketplace platform that fostered real-time communication, enhanced analytics, and improved short and long term inventory planning capabilities.
- Conducted research, defined scope, estimation, created detailed project plans, managed resources, met deadlines.

Education & Certifications

Bachelor of Arts
University of Tennessee – Knoxville, TN

Certified Scrum Product Owner (CSPO)
Scrum Alliance

Skills

Product Management | Project management | Strategic Planning | Customer Engagement | Product Ideation | Data-Driven Decision Making | Cross-Functional Collaboration | Omnichannel Experience | User Experience Design (UX) | Agile Methodologies | Customer Relationship Management (CRM) | Content Strategy Development | Digital Marketing Expertise | Budget Management | Workflow Optimization | Client Relations | Leadership & Mentorship | Project Coordination | Loyalty and Engagement | Scrum

Technical Expertise

Project management tools | SEO/SEM | API Development | Data Visualization | Content Management Systems (CMS) | Analytics Tools | User Data Analysis (Qualitative & Quantitative) | eCommerce Platforms | Prototyping | Cloud Integration | Mobile Applications | Web Site, Platform, Application |SaaS | HTML | CSS | Figma | Adobe XD/CS | Jira, Confluence