Michael C. Jackson

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Professional Summary

Product leader and Sr. Manager of Product Management at Wingstop, with 15+ years of experience delivering enterprise-grade software across the hospitality, retail, and technology sectors. Demonstrated expertise in modernizing legacy platforms, leading distributed teams, and launching scalable products adopted across 20,000+ locations. Adept at aligning customer insights with GTM strategy, developing high-impact roadmaps, and coaching cross-functional teams. Pragmatic Institute Certified and fluent in Agile, AI-driven tools, and POS ecosystems.

Professional Experience

Wingstop - Sr. Manager, Product Management
Dallas, TX | International Markets | Jan 2026 - Present

- Built a fully functional Strapi CMS from the ground up for Wingstop's international business, managing 18 websites across every market outside the U.S., with a digital asset management (DAM) system and full internationalization.
- Brought previously contracted international web development fully in-house, giving the company direct ownership of its international web products and delivery.
- Applied AI platforms, including Claude and ChatGPT, across product and development workflows.
- Partner with engineering on the AWS cloud infrastructure that runs Wingstop's international web platforms.

Independent Consultant
Rockwall, TX | Jan 2025 - Dec 2025

- Served as webmaster for local insurance agencies, managing and maintaining their websites.
- Built integrations for local insurance agencies to connect the tools and systems they rely on.
- Built working prototypes for restaurant operators, including sales-tax compliance tools.

PAR Technology - Director of Product Management
Remote | June 2022 - Nov 2024

- Led strategy and execution for POS products deployed at scale across 20,000+ hospitality sites.
- Partnered with marketing to produce webinars and product videos that accelerated feature adoption and retention.
- Launched team-wide Pragmatic training, aligning 15 PMs to consistent practices and customer-driven development.
- Drove customer-centric enhancements by translating user feedback into prioritized backlog items, reducing churn.

Shiji Group - Global Product Manager
Remote | Apr 2021 - Jun 2022

- Delivered mobile ordering and reservation tools for hotel brands including Hyatt, improving guest experience scores.
- Coordinated across Israeli and Ukrainian teams to streamline dev cycles and reduce QA escalations.
- Led usage analytics initiatives to inform backlog priorities, resulting in a 20% reduction in support tickets.

Omnico Group - Product Manager
London, UK | Jan 2020 - Apr 2021

- Repositioned POS product from niche use to a multi-vertical platform adopted by casinos, hotels, and restaurants.
- Identified growth segments and expanded product scope to increase U.S. market penetration by 25%.

NCR Corporation - Product Manager
Dallas, TX | Aug 2017 - Jan 2020

- Modernized NCR's NBO platform, introducing labor optimization and inventory tools to over 3,000 client sites.
- Designed institutional meal planning tools adopted by educational and healthcare clients.

Oracle - Technical Services Manager
Dallas, TX | Oct 2014 - Aug 2017

- Oversaw cloud-based POS deployments for enterprise clients, including Oracle Hospitality integrations.
- Directed the successful on-site rollout of MICROS 9700 for Wynn Casino, the company's largest single-location deployment.
- Managed 3rd-party integrations using MSSQL, Oracle DB, and custom scripting.

MICROS Systems Inc - Multiple Roles (2011 - 2014)
Remote & Columbia, MD

- Technical Services Manager: Led a 6-person team handling North American custom dev requests.
- Quality Assurance Manager: Managed 8 QA engineers, implemented bug-tracking processes, and streamlined defect resolution.
- Operations Manager, Corporate Support: Cut open case load by 88% (1200 → 150) and reduced response times by 90%.
- Project & Program Manager / Software Test Manager: Delivered multi-release QA sign-off and scope planning for POS clients.

Skills & Tools

Core Competencies:

Product Lifecycle Management · Agile Delivery · GTM Strategy · AI-Driven Workflows · Epic & User Story Writing · Cross-functional Leadership · Scalable SaaS · Hospitality Technology · Remote Team Coaching

Technical Proficiencies:

Cloud: AWS

Databases: MSSQL, Oracle

Tools: Jira, Azure DevOps, Confluence, Productboard, Aha, Trello, Figma, Miro, Notion

Reporting: Crystal Reports, Power BI

POS Systems: Oracle Simphony, MICROS 9700, Aloha, Brink POS

AI Tools: ChatGPT, Claude, CoPilot, Cursor

Methodologies: Agile (Scrum/Kanban), Waterfall

Education & Certifications

B.S. in Information Technology - Western Governors University

Pragmatic Institute - Level IV Certified

AI for Product Leaders - Pragmatic Institute