

# Lance Wheeler

Product Owner | Product Operations | Real Estate Technology

Public profile version for LinkedIn Featured section — contact details intentionally omitted

## PROFESSIONAL SUMMARY

Product Owner with 3+ years of growth at Stellar MLS, promoted four times from Support Center Technician to Product Owner. Experience leading MLS technology across vendor management, release execution, QA/UAT, compliance initiatives, billing systems, data standards, and internal AI enablement for platforms serving 80,000+ real estate professionals. Supports a 9-product core portfolio with 3 primary and 6 secondary ownership assignments.

## CORE COMPETENCIES

**Product Management:** Product Ownership, Requirements Gathering, QA/UAT, Release Management, Vendor Management, Product Analytics, Change Management

**Technical / Domain:** API & Data Coordination, Matrix Metadata & Field Mapping, RESO Data Standards, Documentation, Training Enablement, Billing Systems, AI Knowledge Operations

**Domain Expertise:** MLS Touch, ShowingTime, Matrix, StaxBill, Calabra Ad Builder, RealReports, TransactionDesk, CubiCasa

## PROFESSIONAL EXPERIENCE

### Stellar MLS | Sep 2022 – Present

*Product Owner*

- Promoted four times in 3 years 7 months while expanding ownership across a 9-product core portfolio serving 80,000+ real estate professionals.
- Own 3 primary and 6 secondary product assignments across key platforms including MLS Touch, ShowingTime, Calabra Ad Builder, Matrix, TransactionDesk, Hurdlr, Roombo, Salesforce Customer Experience Portal, and internal analytics tooling.
- Translate business needs, customer feedback, and adoption data into prioritized requirements, QA plans, risk assessments, rollout communications, and post-launch refinement.
- Created and managed QA documentation across multiple quarterly enhancement cycles for Matrix enhancements, web applications, CRM extensions, and product launches, supporting testing, validation, issue tracking, and release readiness across multiple systems.
- Led an enterprise-wide NAR settlement compliance initiative, driving audit, documentation, rules updates, training materials, and rollout support across forms, fields, website content, remarks restrictions, and internal guidance.
- Serve as Product Owner for StaxBill and its payment gateway, coordinating annual billing enhancements with accounting, marketing, vendors, and executive leadership while managing sandbox-to-production release readiness.
- Built Matrix field-mapping and metadata documentation, directed API and data-pull coordination, helped develop a RESO Data Dictionary, and participated in RESO Data Dictionary workgroup and duplication subgroup meetings.
- Trained and onboarded 10 technicians, often up to 3 at a time, while supporting knowledge transfer and readiness for new tools, workflows, and product updates.
- Own governance and content quality for internal AI chatbot platforms supporting 10+ departments by maintaining source documentation, coordinating feedback workflows in Monday.com, and improving answer accuracy over time.

### Elite Realty Inc. | Feb 2017 – Mar 2022

*Lead Information Technology Specialist*

- Served as the go-to internal IT resource for a real estate office environment, supporting PCs, mobile devices, networking, software, and day-to-day operational issues.
- Diagnosed and resolved hardware, software, and connectivity problems, recommended security and hardware improvements, and helped maintain reliable operations for staff and agents.

## CERTIFICATIONS

Advanced Certified Scrum Product Owner® (A-CSPO) • Certified Scrum Product Owner® (CSPO) • Certified ScrumMaster® (CSM) • AI for Product Owners — Scrum Alliance Microcredential • CompTIA A+ • Duke University AI Project / Product Management Certificate • Google IT Support Professional Certificate • Google Cybersecurity Professional Certificate • Google Analytics Individual Qualification

## **TOOLS**

Monday.com • Jira • Zendesk • Microsoft Dynamics CRM • Excel • PowerPoint • Word • Slack • Microsoft Teams • Snagit • Adobe InDesign • Matrix • RETS • StaxBill

## **EDUCATION**

Lake Brantley High School | High School Diploma

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