

Elmer Tucker

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Product leader with 17+ years building analytics and AI-powered features for EdTech platforms serving learners globally. Advanced through multiple roles at Gleim Publications, designing reporting systems, AI-driven insights, and personalized learning experiences that transform learner data into actionable educator tools. Built comprehensive analytics methodology with 30+ custom reports tracking performance, engagement, and outcomes. Recently led AI integration across product and organization, launching AI chat assistant (60% trial rate) and driving company-wide AI adoption (60%+ across departments). Expert in translating complex data into intuitive educator insights and building student-facing features that enhance motivation and personalization.

Professional Experience

Director of Product Development

Gleim Internet,

September 2023 - Present

- Redesigned end-of-course survey system and deployed analytics platform, increasing response rates and creating streamlined dashboards for customer feedback analysis
 - Launched Prep Pal AI chat assistant for CPA course learning opportunities, achieving 60% user trial rate within 3 weeks and 20% regular usage adoption
 - Pioneered AI-powered development workflows including Cursor IDE, automated code review tools, and AI-assisted user story generation, enabling engineering team to deliver key platform features 20%+ faster
 - Partnered with department leadership across marketing, sales, QA, engineering, and content teams to implement AI-powered workflows, achieving dramatic efficiency gains (hours to minutes for content creation) and 60%+ adoption rates
 - Drove technical product leadership across multi-platform portfolio serving 100K+ users, managing strategic resource allocation and directing 20-person cross-functional team to deliver 6+ coordinated annual releases
 - Led multiple process modernization initiatives including GitLab integration, AI-powered customer support tools, and marketing workflow optimization, resulting in 70% fewer emergency tickets and 25-30% faster project delivery
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Software Development Department Manager / Graphics and Video Department Manager

Gleim Internet,

April 2016 - September 2023

- Developed comprehensive user analytics methodology through 30+ custom reports analyzing user value, time spent, and course performance, partnering with head of content to guide systematic content improvement efforts and optimize customer learning outcomes
- Designed and launched adaptive learning system, reducing course completion time by 10-20% and increasing pass rates by 6% per section through personalized content targeting and dynamic study paths
- Led a full-scale video product transformation, increasing premium adoption by 12%, reducing production timelines by 60%, and boosting learner satisfaction by over 40%
- Launched Premium Pro with added value features rather than feature reductions, achieving 25% user adoption within the first quarter and outperforming expectations by attracting both conversions and new user acquisition
- Led cross-functional team of 21 across 5 departments to achieve WCAG AA compliance across 20+ product lines and 4 platforms, securing \$300K-600K in annual university contract value

- Formed interdepartmental Student Advisory Board across Business Development, Product, Marketing, and Content teams, establishing year-long systematic customer engagement program with 6 surveys that informed major visual rebrand and strategic decision-making
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Software Development Team Lead

Gleim Internet,

April 2014 - April 2016

- Created innovative aviation training platform integrating X-Plane flight simulator for immersive Private Pilot education, featuring 26-lesson curriculum with pre-flight, flight, and post-flight assessment and debriefing, generating \$1M+ revenue
 - Led strategic migration to WordPress CMS for marketing and ecommerce platforms, directing cross-functional team through plugin selection and customization while enabling rapid, cost-effective updates that reduced time-to-market by 20%
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Graphics & Video Team Lead / Senior Developer

Gleim Internet,

April 2010 - April 2014

- Implemented comprehensive QA framework including review processes, checklists, and communication protocols, reducing publishing errors by 80%+ while decreasing missed print deadlines through streamlined validation cycles

Core Competencies

Data & Analytics: User analytics, Performance metrics, Custom reporting, Dashboard design, Data-driven decisions, KPI tracking

Product Management: Product strategy, Roadmap planning, User research, Analytics, Cross-functional leadership

Education Technology: Educational content, Learning Management Systems, Adaptive learning, Student analytics

Technical Leadership: Platform integration, API development, Scalability

AI & Machine Learning: AI-powered workflows, Machine learning integration

Accessibility & Compliance: WCAG AA, Accessibility testing

Agile Methodologies: Kanban, Backlog management

Team Leadership: Team management, Process improvement

Education

Bachelor of Arts in East Asian Language and Literature (Japanese), Economics

University of Florida,

Business Administration minor

December 2006