

# Forrest Kretchmer

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## EXPERIENCE

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### Product Manager

Jan 2021 – Present

*Consultant*

Sacramento, CA

- Rebuilding a Quality Control product with input from 20 cross-functional stakeholders, **saving 250k annually**
- Leading front-end development of a productized IMA service, **resulting in a 20k increase in MRR**
- Applying agile methodologies to refine roadmaps for 34 clients, accelerating time-to-market by 20%.
- **Developing EPICs, User Stories, and Acceptance Criteria** aligning with product goals
- Directing monetization for 4 freemium products, achieving a 45% rise in premium subscriptions

### Product Manager

Apr 2019 – Dec 2020

*RedDoor*

Sacramento, CA

- **Led a team of developers** to successfully launch a customized suite of B2B and B2C mortgage products
- Streamlined the user onboarding process for first time home buyers, **enhancing completion rates by 60%**
- Implemented Plaid for income and employment verification, reducing upfront data acquisition costs per user by 35%
- **Onboarded our first 500 users**, laying the foundation for our customer success and support initiatives
- Ran A/B tests on agent onboarding, reducing dropout rates by 25% and boosting successful onboardings by 15%

### Project Manager

Jan 2018 – Dec 2019

*eXp Realty*

Sacramento, CA

- **Achieved a 34% increase in qualified lead conversion** through iterative marketing and sales strategies
- Streamlined sales automation processes, shortening average house sales closing time by 5 days per client
- **Integrated a comprehensive CRM system** that seamlessly guided clients through the homeownership process
- Managed onboarding processes for 150+ new clients, ensuring seamless transition and a 10% increase in upsells

## PROJECTS

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### RedDoor HOME

- Served as Product Manager for the RedDoor HOME app for homebuyers and RedDoor Keychain for loan origination
- Developed a robust onboarding strategy that enhanced **income verification leveraging Experian data**
- Designed a notification system that updated real estate professionals and clients throughout the sales process
- Contributed to the successful integration and configuration of our loan aggregation system, **enabling seamless querying of 80+ loan providers for optimal interest rates**

### homeR

- Built using a modern tech stack including Next.js, Clerk, Tailwind CSS, TypeScript and Prisma
- Implemented **image generation and chat using Open AI**
- Utilizing Posthog for product analytics
- Server error handling using react-toast
- Integrated Stripe monthly subscription, **with free tier API limiting**

## SKILLS

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**Languages** : JavaScript (React.js), HTML/CSS, Node.js, Typescript, SQL

**Tools** : Jira, Trello, GitHub, Hubspot, Postman, Miro, Sketch, Notion