

SUMMARY

Seasoned Product Manager with over 5 years of experience, specialized in SaaS startups and obsessed with customer experience. Biggest career achievement includes leading a product feature that increased user retention by 30%.

EXPERIENCE

Senior Product Manager

InnovateTech Solutions

- 06/2020 - Present Dallas, Texas
- Developed and launched a multi-phase feature set, used by over 1 million users within its first year.
 - Drove cross-functional teams to optimize our SaaS platform, resulting in a 20% increase in customer satisfaction scores.
 - Implemented a customer feedback loop that guided the iteration of product features, ultimately increasing NPS by 15 points.
 - Analyzed market and competitive conditions, laying out a vision that increased product adoption by 25% in the first two quarters post-launch.
 - Oversaw a team of 10 engineers, providing mentorship and strategic direction while maintaining an above-average team health score.
 - Utilized analytics to improve feature prioritization, reducing time-to-market by 10% and increasing ROI by 22%.

Product Manager

TechGrowth Inc.

- 01/2018 - 05/2020 Austin, Texas
- Orchestrated a successful redesign of the user interface, improving user engagement by 35%.
 - Managed product backlogs and coordinated with stakeholders to meet delivery timelines, achieving 95% on-time release rate.
 - Increased lead conversion rates by 18% through iterative UX improvements and A/B testing strategies.
 - Facilitated product planning workshops with clients to understand their needs, contributing to a 40% growth in client acquisition.
 - Identified and resolved workflow inefficiencies, which enhanced productivity by 30% and reduced operational costs.

Associate Product Manager

Creative Solutions Inc.

- 09/2015 - 12/2017 Houston, Texas
- Contributed to the launch of a new platform feature that attracted 10,000 active users within the first three months.
 - Conducted detailed market analysis to determine product viability, which influenced a positive pivot strategy.
 - Collaborated with engineering teams to refine product specifications, increasing functionality and user satisfaction.
 - Supported senior PMs on high-profile projects, resulting in a 15% increase in market share.

EDUCATION

Master of Business Administration

University of Texas at Dallas

01/2013 - 01/2015 Dallas, Texas

Bachelor of Science in Information Technology

Texas A&M University

01/2009 - 01/2013 College Station, Texas

KEY ACHIEVEMENTS

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Led 1M User Feature Launch

Directed a multi-phase launch that attracted 1 million users within the first year, driving significant market growth.
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ROI and Time-to-Market Improvement

Implemented strategic analytics leading to a 10% time-to-market reduction and 22% ROI increase, illustrating impactful product management.
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Mentored High-Performance Engineering Team

Fostered an environment of growth and excellence within a 10-engineer team.

SKILLS

Product Management	SaaS
UX Research	Customer Experience
Agile Methodologies	A/B Testing

COURSES

- Certified Scrum Product Owner

Scrum Alliance accredited course focusing on Agile product ownership & backlog management.
- User Experience Design

Course by Coursera covering the foundations of UX design, user-centric methodologies.

MY DAY

