

# DANIEL GROOMS

## Associate Product Manager

+1-396-488-9773

@elonmusk@fakemail.com

linkedin.com/in/daniel.crooms

San Jose, CA

## SUMMARY

As a recent graduate, I am still expanding my skill set and am prone to making mistakes. This does not scare me, however, as I believe that every mistake is a new lesson. Most proud of my time at SleepWell, where I brought in over \$200K profit after transforming a custom-made product into a generic one for the mass-public.

## EDUCATION

### B.S. International Business & Finance

#### Stanford University

2012 - 2016 Palo Alto, CA

GPA

3.8 / 4.0

- Learned a lot about International business, finance, logistics and project planning
- Won the Stanford Business Fair with my project about how the US could have prevented the Great Depression

## EXPERIENCE

### North-America Product Manager

#### SleepWell

2018 - Ongoing San Jose, CA

SleepWell is a global manufacturer of mattresses and beds. We sell generic as well as custom-made products.

- Conducted user interviews of consumers, resulting in the implementation of tracking features that resulted in a 15% decrease in order cancellations
- Brought in over \$200K profit in 2019 by transforming a customer specific solution into a generic product
- The above-mentioned mattress received 4.8 / 5-star rating with 600+ reviews in just 6 months
- Conducted user interviews of consumers, resulting in the implementation of tracking features that resulted in a 10% decrease in order cancellations
- Lost no employees and saw just a 5% decrease in sales (2020) thanks to a Covid-19 crisis management plan that I co-developed

### Associate Product Manager

#### Renaud

2015 - 2018 Palo Alto, CA

Renaud is a California-based coffee brand. It has two locations that act as coffee shops and a website from which you can order over 50 types of coffee, coffee machines and equipment, or get a personalized coffee delivery subscription.

- Implemented a new online payment solution, yielding a 30% increase in revenue
- Generated \$15,000 and registered 60+ new subscribers on the release day of the new Colombian Coffee line
- Grew the portfolio from 30 types of coffee to 50 by conducting a survey among loyal subscribers
- Conducted market research and competitive research to decide on the price of new products
- Learned a lot about logistics

## STRENGTHS



### Ingenuity

Able to see and understand other people's problems, and turn them into successful business ideas. A fresh example is the mattress I developed at SleepWell.



### Collaboration with cross-functional teams

When I started working at Renaud Coffee I knew nothing about coffee as I prefer tea. However, I was able to understand the core of the product and cooperate with everyone on the team to bring coffee from all around Earth to NA.



### Not afraid of failure

I am a strong believer in the idea that we learn from our mistakes. I spend more time thinking about what could go right and how to do that, instead of focusing on the possible negative outcomes. When things do go wrong, I take a step back and analyse the situation.

## SKILLS

### Product Pricing

### Market Research

### Competitive Research

### Demo Skills

### Conducting Customer Interviews

### Logistics

### Risk Management