

# Lucas J. Laibly

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Entrepreneurially minded, technically skilled product manager with a record of delivering scalable API integrations and enterprise SaaS solutions by translating complex requirements into impactful products that thrive in fast-paced, ambiguous environments.

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## PERSONAL PROJECT

**Proprius:** Project aimed at processing Google Analytics data via Apache Beam pipelines to identify user activity. Data normalized and routed to GenAI model for persona creation and matching.

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## PROFESSIONAL EXPERIENCE

### Informa TechTarget • BOSTON, MA • MARCH 2024 – PRESENT

#### Product Manager

- Expanded API-based integrations in Priority Engine by 30%, enabling greater connectivity with enterprise SaaS ecosystems.
- Developed an early-adopter program framework for eager clients to validate new connectivity features, shortening feedback cycles from unknown timelines to 6 weeks.
- Designed and executed GTM strategy for third-party integration launch, training customer-facing teams and early adopters alike.
- Owned and maintained a 1-year integration roadmap, balancing customer demand, technical feasibility, and evolving business strategy.
- Co-led bi-weekly meetings to educate team members on AI-enablement opportunities, emphasis on prototyping tools (like v0) to iterate faster.
- Built and demoed API-driven proof-of-concepts to showcase technical capabilities and inform leadership about what innovations could be built for paying customers.
- Managed GenAI supported features and functionality in platform (Informa TechTarget IntentMail).

### Simon-Kucher Engine • BOSTON, MA • JUNE 2022 – FEBRUARY 2024

#### Manager, Software Engagements (promoted from Senior Product Manager)

- Directed delivery of a \$1.8M enterprise SaaS integration project, coordinating global development teams.
- Built and launched a data-driven insurance sales advisor tool that increased conversion rate by 70% within 14 weeks.
- Acted as technical consultant for banking and insurance SaaS solutions across North America.
- Managed stakeholders at every level within businesses across 3 different continents, and 5 different countries.

### Clarent (previously Bateau) • SEATTLE, WA • OCTOBER 2021 – MAY 2022

#### Fullstack Engineer

- Partnered with business stakeholders to implement client-driven product requirements, enabling 30% customer growth.
- Developed an API-integrated executive dashboard that consolidated performance data across business units, increasing user engagement by ~20%.

### Delta Defense • WEST BEND, WI • JULY 2021 – OCTOBER 2021

#### Product Owner (B2B Platform) / Tech Lead

- Defined B2B platform strategy, aligning business needs with technical capabilities to extend industry reach.
- Led development of a multi-tenant SaaS platform supporting 3,000+ partner businesses through streamlined communication and coordination.
- Built and deployed custom workflow automation saving 1,000+ annual working hours.
- Built endpoint connections off of a custom PHP Laravel wrapper framework to a GraphQL Mesh layer for Organizations API, enabling immediate data access across web and mobile platforms.

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## EDUCATION

University Of Wisconsin – Madison • Bachelor of Science • Computer Science, 2019