

NICK SANDERS

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WORK EXPERIENCE

VMWARE BY BROADCOM, Palo Alto, CA

April 2021 - August 2024

Product Manager - VMware Cloud

- Led end-to-end product lifecycle and roadmap for VMware Cloud subscription services, aligning product vision with customer needs and driving adoption through self-service UI and API integrations for customers and internal platforms
- Launched a \$300M ARR SaaS subscription product for VMware Cloud on AWS, partnering with engineering, UX, finance, and go-to-market teams to deliver a scalable service with data-driven customer insights informing roadmap decisions
- Implemented a new subscription model for on-premises customers, opening a new sales channel that leveraged internal tooling and APIs to automate subscription and provisioning workflows
- Launched commerce expansion for U.S. government customers, delivering secure, compliant infrastructure and increasing customer base by 80% over two years

AMAZON WEB SERVICES, Seattle, WA

June 2019 - August 2019

Senior Product Manager Intern - Technical

- Designed a cost management and allocation tool for AWS container services, working with engineering teams to define product requirements, data ingestion pipelines, and user workflows
- Conducted market analysis of container cost management products, identifying competitive gaps that informed AWS's roadmap
- Collaborated directly with enterprise customers to capture human-in-the-loop feedback on prototypes, ensuring alignment with customer priorities

FANNIE MAE, Washington, D.C.

August 2012 - April 2018

Technology Engineer (August 2015 - April 2018)

- Led a developer tools team to enhance code quality and data integrity across 220+ applications, implementing automated analysis pipelines that processed large-scale code datasets for security, compliance, and maintainability
- Built and maintained a web application for internal collaboration, enabling distributed engineering teams to evaluate new developer tools and share technical findings
- Deployed a software component management system integrating with security, legal, and enterprise architecture, improving dataset accuracy and compliance in open-source component usage

Project Analyst – Enterprise Architecture (June 2012 - August 2015)

- Developed a standardized evaluation framework for software adoption, assessing more than 100 products for technical fit, scalability, and business impact
- Partnered with engineering and data teams to maintain centralized technology inventory and usage datasets for strategic planning

PROJECTS

FLEX EX, San Francisco, CA

Jul 2025 - Present

- Built & launched personal fitness app on the App Store—defined vision, roadmap, and core features, including LLM-powered workout generation while leveraging AI/LLMs to accelerate development and iteration
- Implemented Mixpanel analytics tied to OKRs, enabling cohort tracking of WAU, retention, and workout completion

EDUCATION

THE UNIVERSITY OF TEXAS AT AUSTIN, McCombs School of Business, Austin, TX

May 2020

Master of Business Administration

- Member of Consortium for Graduate Study in Management, Graduate Business Technology Group, Black Graduate Business Association; Board Fellow with non-profit organization Texas Folklife

WESLEYAN UNIVERSITY, Middletown, CT

May 2012

Bachelor of Arts in Economics

- Member of Wesleyan Investment Group, Black Student Union

ADDITIONAL

- Core Skills: Product Strategy, Product Management, Requirements Gathering, Human-in-the-Loop Systems, Data Annotation, SaaS, B2B, Agile Methodologies, GTM Execution, Stakeholder Management, Roadmapping, Data Analysis, API Integration
- Technical Skills: SQL, Tableau, Figma, JIRA, Confluence, LLM Models, Microsoft Office Suite, Google Workplace, React JS
- Personal Interests: Fitness, pour-over coffee, co-host of technology & music podcast
- **Work Eligibility:** Eligible to work in the United States with no restrictions