

M. WATSON MULKEY

Senior Product Manager - Product Manager

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EXPERIENCE

■ Senior Product Manager

Registria

2024-2025

- Managed reporting suite products for major brands including Sony and Whirlpool
- Developed multi-vertical dependency roadmaps across ID, onboarding, and platform teams
- Led product strategy initiatives for distributed product management organization

■ Product Manager, Teacher Tools

Discovery Education

2021-2023

- Drove 32% YoY user engagement increase by overhauling teacher-side app based on comprehensive user research
- Led cross-functional teams of 20+ people across 5 teams, achieving 15% delivery rate improvement
- Conducted data analysis using Looker and Google Analytics; delivered monthly presentations to C-Suite
- Identified 33% traffic loss issue and recovered 10% within first month through strategic product management

■ Product Manager

Simplifya

2019-2021

- Achieved 50% reduction in completion time and 40% usage increase by refactoring flagship auditing product
- Launched 0-1 compliance feature addressing new regulatory requirements for cannabis industry
- Collaborated with engineering teams to deliver user-focused product improvements

■ Product Consultant

Bookshop.org

2020-Present

- Consulted on product strategy for \$50M revenue e-commerce platform serving global markets
- Trained product managers on agile methodologies and user research best practices

HEADLINE ACHIEVEMENTS

★ 32% YoY engagement increase

Overhauled teacher-side app based on user research at Discovery Education

■ 50% efficiency gain

Refactored flagship auditing product at Simplifya

● 15% delivery improvement

Led cross-functional teams across multiple projects at Discovery Education

SKILLS

■ Product Management:** User Research, Data Analysis, A/B Testing, Product Roadmapping, Stakeholder Management

■ Technical:** Looker, Google Analytics, Fullstory, Agile Methodologies, Cross-functional Team Leadership

■ Leadership:** Team Management, Process Creation, Strategic Planning, Client Communication, Training & Development

EDUCATION

Bachelor of Arts - English

Hampden-Sydney College

2004-2008

CERTIFICATIONS

Pragmatic Marketing - Focus

Find strategic business opportunities in market problems and build effective product roadmaps

Pragmatic Marketing - Foundations

Learn how to decode market needs and build irresistible products

Pragmatic Marketing - Build

Master the art of aligning product development with market needs