M. Watson Mulkey

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Professional Summary

Product Manager with extensive technical background in data analysis and software engineering, specializing in user experience optimization and database-driven products. Proven track record of developing deep user empathy through quantitative data evaluation and user interviews; consistently delivers actionable product strategies that solve complex user needs across diverse technical environments.

Experience

Senior Product Manager - ID/Onboarding/Platform | Registria | 2024-2025

- Developed comprehensive reporting suite for major brands including Sony and Whirlpool with technical understanding of product mechanics at database level
- Created multi-vertical dependency roadmaps requiring deep technical background in data engineering and asynchronous work coordination
- Maintained project momentum while re-evaluating scope across complex technical implementations

Product Manager - Teacher Tools | Discovery Education | 2021-2023

- Achieved 32% YoY user engagement increase by developing deep knowledge of user needs through teacher interviews and quantitative data evaluation on 50M user platform
- Led cross-functional teams of 20+ people with focus on technical understanding and written communication, resulting in 15% delivery rate improvement
- Identified 33% traffic loss through database experience and data analysis; recovered 10% in first month through actionable product strategies

Product Manager | Simplifya | 2019-2021

- Delivered 50% reduction in completion time and 40% usage increase by refactoring flagship auditing product based on technical data analysis
- Built 0-1 compliance feature for regulatory needs, demonstrating software engineering background and user experience appreciation
- Developed strategies for solving clusters of user needs through systematic quantitative and qualitative outcome evaluation

Product Consultant | Bookshop.org | 2020-Present

- Manage product strategy for $50M revenue e-commerce platform using asynchronous work capabilities across global distributed teams
- Train product managers on technical concepts and user experience optimization methodologies

Key Achievements

- **32% YoY user engagement increase** through user research-driven app overhaul at Discovery Education
- **50% efficiency improvement and 40% usage increase** via technical product refactoring at Simplifya

• **15% delivery rate increase** leading cross-functional teams of 20+ people across 5 technical teams

• **0-1 product launch** building compliance feature from technical requirements to user implementation

• **40% open ticket time reduction** through technical issue tracking system creation and database optimization

Skills

Technical Skills: Data Analysis, Data Engineering, Software Engineering, Database Experience, A/B Testing, Looker, Google Analytics, Fullstory

Product Skills: User Experience Design, Product Strategy, Roadmapping, User Research, Quantitative Data Evaluation, Asynchronous Work

Communication Skills: Written Communication, Cross-functional Team Leadership, Stakeholder Management, User Interviews

Education

Bachelor of Arts - English | Hampden-Sydney College | 2004-2008

Certifications

Pragmatic Marketing - Focus, Foundations, Build

This resume was tailored for: Product Manager at Metabase Test