

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 across ID, onboarding, and platform verticals
- Developed multi-vertical dependency roadmaps coordinating product strategy across diverse business segments

■ Product Manager, Teacher Tools

Discovery Education

2021-2023

- Led product management for 50M user edtech platform; achieved 32% YoY user engagement increase through comprehensive teacher-side app overhaul based on user research
- Conducted data analysis and A/B testing partnerships with data team; delivered monthly C-Suite presentations on product performance
- Managed cross-functional teams of 20+ people across 5 teams, resulting in 15% delivery rate increase
- Identified 33% traffic loss through data analysis and recovered 10% in first month through targeted product improvements

■ Product Consultant

Bookshop.org

2020-Present

- Provided product management consulting for \$50M revenue e-commerce platform serving global distributed teams
- Conducted user research with international booksellers; trained product managers on agile methodologies and stakeholder management

■ Product Manager

Simplifya

2019-2021

- Executed 0-1 product launch for new compliance feature addressing regulatory needs in cannabis industry
- Refactored flagship auditing product through user research and data analysis; achieved 50% reduction in completion time and 40% usage increase

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:** Product strategy, roadmapping, cross-functional team leadership, stakeholder management, agile methodologies
- User Research:** Voice of customer, user interviews, market trend investigation, customer segmentation analysis
- Data Analysis:** A/B testing, Looker, Google Analytics, Fullstory, reporting pipeline development, metrics-driven decision making
- Technical:** Process creation, issue tracking systems, vendor negotiations, technical documentation

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