

Aaron Batchelder

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SUMMARY

Dynamic and results-oriented product leader with more than a decade of experience building impactful products and leading teams. Experience spans founding companies, leading teams in agencies, and working in-house at both large corporations and growth-stage companies. Expertise in building 0-to-1 B2C products that customers love across a wide range of industries with proven track record of results. Possesses deep hard and soft skills necessary for a product leader to flourish in early and growth stage companies. Passionate about maximizing an individual's potential and empowering teams. Committed to owning challenges, breaking down barriers, and delivering high-impact solutions that create lasting value. Strongly believes that building real relationships with customers is key to building beloved products. Looking to join an early or growth stage company in the AI space building amazing product experiences.

KEY SKILLS

- Product Strategy & Vision
- Cross-Functional Leadership & Team Management
- Data Informed Decision-Making
- Customer-Centric Product Development
- Agile & Iterative Development
- Market Analysis
- Stakeholder Management & Communication
- Product Lifecycle Management

WORK EXPERIENCE

Teachable

September 2020 – Present

Director of Product, Commerce & Ecosystem (July 2024 - Present)

- **Vision & Strategy:** Lead and drive the vision, strategy, and product development lifecycle of Teachable's end-to-end commerce and ecosystem strategies (e.g., app marketplace/creator tooling, developer tools).
- **Operational Excellence:** Lead and mentor a high-performing team of 3 product managers and 3 cross-functional teams spanning over 30 members across product, design, and engineering, fostering a transparent, accountable, and customer-centric culture focused on quality and impact.
- **Collaborative Leadership:** Act as a player-coach, actively mentoring product leads to maximize results and strategic coherence, while empowering team members to grow and excel in their roles.
- **Stakeholder Partnership:** Collaborate with various stakeholders across the organization to create alignment and drive the execution of shared objectives.
- **Data-Driven:** Define and monitor success metrics aligned with top-level company objectives to inform decisions and drive impactful product outcomes.
- **Iterative Development:** Emphasize building iteratively toward a bold vision, balancing innovative thinking with the pragmatism needed for successful implementation.
- **Opportunity Discovery:** Proactively identify and validate new opportunities by continuously evaluating market trends, emerging technologies, and customer feedback, crafting thoughtful strategies that keep the company competitive.
- **Balanced Build Approach:** Ensure customer-centricity by regularly engaging with customers to understand their needs, build relationships, and de-risk product development, while ensuring alignment and value for the business.

Key accomplishments:

- Completely turned around a struggling commerce team, transforming it from a low performing and dysfunctional group into a highly effective and impactful group within four months. Achieved by building trust and addressing dysfunctional team dynamics, setting clear expectations of quality in all aspect the life-cycle, and building excitement around a shared vision with clear accountability for delivery.
- Reduced fraud related revenue leakage by 85% by building strong cross-organizational coalition to identify and deliver the most effective solutions to protect our customers and company.
- Overhauled our authentication flows with a focus on one-time-password (OTP) mobile and web, resolving one of the largest historical customer pain points. Resulted in a 2x higher funnel success rate; exceeding expectations and contributing to a meaningful improvement in mobile app adoption.

Group Product Manager, Ecosystem and AI Tooling (May 2022 - July 2024)

- Crafted and implemented Teachable's inaugural AI vision (Project Zero), strategy, and objectives, establishing a new unified product direction and focus on AI-driven experiences for content creation.
- Delivered fastest organic adopted product in Teachable history; an AI assistant to accelerate course content creation.
- Successfully launched Teachable's inaugural App Marketplace, resulting in a 2x increase in customer retention, and 118% higher Gross Merchandise Value (GMV) performance.

- Developed the “Meet Creators Where They Are” strategy to simplify selling for the 87% of creators who bring their own websites to Teachable. Led to the development of a powerful lead-generation tool via embeddable products transforming how customers integrate with Teachable to sell.
- Launched Teachable’s first ever public course marketplace, and affiliate marketplace proof-of-concepts resulting the validation of new revenue streams and strategic opportunities while minimizing product team investment.

Senior Product Manager, Identity & Integrations (Aug 2021 - May 2022)

- Shifted Teachable’s market positioning by crafting an “Ecosystem” vision, strategy, and objectives aimed at positioning it as an open platform. Led to investment in three strategic pods, a rebranding of our market positioning, new revenue expansion opportunities, and a promotion to Group Product Manager.
- Launched Teachable’s first ever Public API that has been correlated with at least a 3x customer retention and high adoption by our most successful customers.

Product Manager, Identity & Integrations (Sept 2020 - Aug 2021)

- Built Teachable’s first ever community integration that was one of the most exciting launches of that year resulting in 150% higher adoption than expected.

The We Company

July 2019 – August 2020

Lead Product Manager, Global Conference Room & Desk Booking Experience

- Shipped features 4x faster on average than other pods by using lean tests to prove our value/hypothesis.
- Increased booking volume in EMEA by 10%.
- Developed and implemented a strategy for improving the App Store rating of WeWork’s iOS app; successfully elevating it from a 1.8 to a 4.7 star rating in both the UK and Japan markets.
- Replatformed legacy Android and Web experiences to new greenfield architecture resulting in improved performance, user experiences, scalability, and data insights.

Prolific Interactive

March 2017 – July 2019

Senior Product Manager (June 2018 -July 2019)

Product Manager (March 2017 - June 2018)

- Identified key user behavior patterns that uncovered the actions of Power Users resulting in a 3x increase in revenue and a strong reengagement strategy.
- Lead Product Manager for full product development lifecycle of v1.0 TB12 Method app (4.8 Stars in App Store) and Clear v1.0 mobile app (4.5 Stars in App Store).
- Managed backend team that developed a highly scalable architecture to accommodate traffic spikes from NFL media coverage resulting in the 5-9s of uptime.

Laughable

August 2015 – December 2016

Co-founder & Head of Product

- Led strategy, design, and execution of the iOS app; for years one the highest rated podcast apps in the App Store.
- Managed a cross-disciplinary team through product development life cycles for iOS, backend, and web.
- Designed new UI architecture that increased user engagement by 300%.

Social Mason LLC

November 2012 – April 2015 (Exited)

Founder & Product Manager

- Led a team of 3 developers and 1 designer through all aspects of the product development lifecycle for 30+ mobile applications that generated over 8,000,000 downloads in 2014 - 2015.
- Reached App Store Top 200 for a category organically 20 times by understanding App Store trend data.

EDUCATION

SUNY at Cortland & L’Université Nice Sophia-Antipolis

B.S. in Health Science (May 2011)

INTERESTS

- **Entrepreneurship:** A core passion of mine has always been building and inventing products. I can’t help but see opportunities all around. Currently, I’m fascinated by “boring businesses” and the opportunity they present.
- **Endurance sports:** I’m an endurance athlete at heart and often compete in triathlons, cycling, cross-country skiing or running races. I enjoy the grind and mental challenge.
- **Learning new things:** Recently, I’ve taken up the art of brewing cider. I’m fascinated by the chemistry, science, and rich history behind it. My love for learning new skills is a driving force in my life.