

Andreas Pappas

Senior Product Manager

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EXPERIENCE

Surfline/Wavetrak | Product Manager

Remote | Sep 2022 - Present

- Applied a personalization algorithm to a functional frontend prototype using AI tooling (Supabase, Cursor, and Warp CLI) to validate the concept and inform GTM/product design decisions.
 - Own and execute monthly product GTM strategies, leading cross-functional teams to craft compelling feature launches, achieving 90% audience reach and increasing NPS by 15%.
 - Revamped premium content delivery to an interactive, scalable format that increased WAU by 50% and drove a 1,150% increase in free user conversions.
 - Informed strategic ML improvements: Engaged 250K+ users in a global feedback initiative, uncovering core product data inaccuracies. Secured a 75% increase in data science resources to prioritize this as Surfline's Q1 2025 focus and improve model precision.
 - Drove retention and monetization of ML-driven data insights, increasing 7-day retention by 70%, contributing to 2.4K premium-tier upsells of new subscription tier.
 - Expanded live data coverage by 180% through strategic 3rd party integrations, driving a 244% increase in DAU for Surfline's live data features.

Surfline/Wavetrak | Associate Product Manager

Remote | Sep 2021 - Sep 2022

- Led a global 10-person team of engineers, data scientists, and designers to launch B2B product; grew MAU 20% MoM and secured 10% market share within 3 months.
 - Reduced event data volume by 88%, saving \$100K annually while enhancing marketing automation which resulted in a 50% feature adoption rate and a 2X increase in subscription recovery rates.

AppDirect | Analytics Manager

San Francisco, CA | Jul 2019 - Sep 2021

- Built a reporting system for \$9M/year digital ad spend, leading to \$2M ARR growth by realigning targeting strategies with actionable insights.
 - Led team of analytics engineers to automate ETL workflows, which resulted in an increase in data ingestion efficiency by 50%, allowing analysts to focus on strategic insights rather than manual data handling.

Paneau (B2B Startup) | Head of Growth

San Francisco, CA | Aug 2018 - Jul 2019

- Designed and executed a GTM strategy, driving a 62% revenue increase and acquiring key clients within three months post-launch.
 - Developed scalable ad formats tailored for B2B clients through A/B testing and iterative feature improvements, resulting in a 30% increase in daily active users (DAUs).

Sustainability Accounting Standards Board | Product Associate

SF, CA | Jan 2017 - Feb 2019

- Transformed written SEC disclosure standards into licensable IP; developed and executed GTM strategy, ensuring alignment with client needs and successful market adoption - driving a 65% growth in revenue.
 - Led QA for a neural network analyzing 4K+ SEC filings against sustainability KPIs, driving algorithm accuracy improvements.
 - Spearheaded product rebuild efforts, resulting in a 10% increase in subscriptions and 15% growth in MAUs by enhancing usability and delivering actionable insights to institutional investors.
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Revel Systems | Business Analyst Lead

San Francisco, CA | May 2015 - Jan 2017

- Led the restructuring of a key payments strategy, resulting in a \$45,000 MRR increase and an NPV of \$12M.
 - Identified revenue leaks by analyzing transactional data, boosting fulfillment profit margins by 20%.
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EDUCATION

University of San Francisco | M.S. | Environmental Management

Aug 2015 - Jun 2017

- Author: *Materiality of sustainability indicators in institutional investing*

University of California, Santa Barbara | B.A. | Double Major

Aug 2011 - Dec 2014

SKILLS

- **Product Management:** Agile, roadmap ownership, growth strategy, GTM, LLM tools, GitHub, Supabase
- **Analytics & Data Tools:** Amplitude, Segment CDP, Salesforce, Snowflake, Looker, SQL, OneTrust
- **UX & Technical Skills:** Figma, Postman, A/B testing, API integrations, TestFlight
- **Leadership:** GTM strategy, Cross-functional team alignment, data-driven decision-making, stakeholder communication