

Art Bath

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Technical Product Manager for SaaS

Technical Product Manager seeking a hands-on role where I can ship software that customers love. I've brought complicated software products to life on aggressive timelines while retaining quality and aesthetics. My prime directive is to build delightful, ethical products that deliver value in both directions.

WORK EXPERIENCE

Measurabl

San Diego, CA • Sep 2014 - Sep 2025

B2B SaaS platform enabling commercial real estate organizations to collect, validate, and report sustainability performance metrics to structured frameworks and other stakeholders.

Senior Product Manager • Full-time

Led product strategy and delivery for software used by global real estate portfolios; translated complex sustainability requirements into clear user workflows and developer-ready specs; managed Agile delivery for cross-functional teams; and drove process and tooling improvements that strengthened product quality, customer outcomes, and internal alignment.

- Owned and modernized Measurabl's flagship product: a suite of tools that enable customers to capture their real estate portfolios' sustainability performance data and transform it into reportable metrics aligned to nuanced, mathematically-rigorous frameworks (GRESB, CDP, SFDR). Under my stewardship, we established controls to guarantee framework parity, introduced dozens of new datapoints and data customization options, reduced post-submission corrections, and enabled customers to file weeks before deadlines—all delivered through deep collaboration with engineering, service teams, and reporting bodies.
- Spearheaded the zero-to-one creation of the company's data analytics product, transforming a years-long backlog of feature requests into a flexible reporting platform that doubled our reporting library in a single year, drove 80% trial adoption and 10% paid conversion in year one, directly influenced key renewals and expansions, and unblocked deals in new markets.
- Led the translation and localization of the app and knowledgebase for Germany and established scalable translation workflows that were adopted across all engineering teams, avoiding costly localization overhead and enabling successful German-language support that helped land new European customers and retain multinational accounts.
- Led the development of B2B SaaS tools enabling global real estate portfolios to collect utility data, calculate carbon footprints, and comply with environmental reporting standards.
- Translated evolving sustainability standards into intuitive user workflows and developer-ready specs.
- Managed Agile delivery for a cross-functional engineering team, driving timely, high-quality releases.

- Defined and executed product strategy grounded in customer interviews and user analytics.
- Partnered closely with engineers, designers, ESG experts, marketers, legal, and customer teams to align product vision and delivery.
- Launched features that improved customer conversion, retention, and satisfaction.
- Built and operationalized product processes for roadmapping and release communications.
- Standardized Jira workflows and codified rituals in Confluence to improve internal alignment, consistency, and velocity.
- Evaluated and implemented internal and customer-facing tools to streamline workflows and enhance usability.
- Created scalable documentation systems and feedback loops that reduced operational drag and strengthened Product's accountability.

Lead Product Designer & Frontend Developer • Full-time

Defined and maintained the app's information architecture, visual voice, and overall aesthetic; designed and built interfaces that improved wayfinding, data entry, and data visualization.

- Led the creation of an end-to-end design system, including a unified component library and brand style guide which preserved product consistency as the team scaled, accelerated design cycles, enabled live iteration during customer usability sessions, and ensured all engineering teams received fully feasible, responsive, accessibility-aligned specs.
- Established and maintained the object hierarchy, voice, and aesthetics of the app and marketing website
- Designed and developed interfaces to facilitate wayfinding, data collection, and data display
- Designed, built, and maintained a custom WordPress theme with rich backend that enabled marketers to manage site content

Freelance

USA • Jan 2010 - Dec 2017

Web Consultant & Developer • Freelancer

Collaborated with clients to define their websites' design language, content, and structure; designed and built custom websites with easy-to-use admin backends for non-technical users; and created supporting marketing materials and documentation.

- Worked with customers to design content and structure for custom websites
- Designed and developed websites with content administration backends that could be used by non-technical clients
- Designed marketing materials and documentation

Tealium

San Diego, CA • Jan 2014 - Aug 2014

B2B SaaS customer data platform that enables companies to collect and refine user behavior data, informing real-time personalization and ecommerce decision automation.

Solutions Engineer • Full-time

Collaborated with account managers to support clients' ecommerce and marketing sites, implemented tracking tags to capture user behavior while maintaining site performance, provided technical assistance by phone and email, and produced clear customer-facing documentation to guide successful platform use.

- Worked with in-house account managers to service clients' ecommerce and marketing sites
- Set up marketing tags on customers' websites to capture user data and optimize performance
- Provided technical support via phone and email
- Created customer-facing documentation

Rutgers University Office of Instructional & Research Technology

New Brunswick, NJ · Apr 2011 - Dec 2013

University department that assists faculty in discovering and implementing software solutions that facilitate their research and their courses' learning objectives. It also maintains and enhances the university's online learning management platform.

Instructional Designer & Web Developer · Full-time

Collaborated with faculty to discover and implement software solutions that facilitated learning objectives, assisted disabled students in discovering and adopting assistive technologies, built web components for Rutgers's open-source learning management system, and developed WordPress sites with robust admin tools for non-technical staff.

- Partnered with faculty to develop digital solutions to enhance learning outcomes and student engagement
- Worked with disabled students to find assistive technologies to improve their in-class and out-of-class experiences
- Designed and developed frontend components for Rutgers's open-source learning management system fork
- Designed, built, and maintained departmental websites with rich administration backends that enabled non-technical users to manage site content and style (WordPress)
- Provided one-on-one technical support for the university's e-learning platform and other web tools

Rutgers Computer Labs

New Brunswick, NJ · Jan 2009 - Mar 2011

Rutgers's computer labs provide students with access to hardware, software, and technical support services, ensuring reliable computing resources for coursework and research.

Computer Lab Attendant & Networking Specialist · Part-time

Provided on-site technical assistance to students and staff, maintained lab hardware and software, and supported campus networking services to ensure reliable access to computing resources.

SKILLS

- **Product Management:** Agile, AI Tooling, Business Process Diagramming, Change Management, Cross-functional Collaboration, Customer Service, Data Analysis, Demoing, Documentation Writing, KPI Automation, KPI Design, LLM Training, Public Speaking, Technology Selection, Training, User Analytics, User Stories

- **Product Operations:** Airtable, AI Tooling, Appcues, Applets, Automation, ChatGPT, Confluence, CSAT, Google Analytics, Google AppSheet, Google Apps Scripts, IFTTT, Jira, Jira Automation, Looker Studio, Metabase, Mixpanel, NotebookLM, NPS, Power BI, Productboard, Productivity Tooling, Scripting, Sigma, Trello, Zapier
- **Design:** Adobe Suite, Balsamiq, Figma, Lovable, Sketch, V0, Wireframing
- **Web Development:** AI Web Development, Angular, CSS, HTML, Node, SQL, TypeScript, Web Accessibility, Web Standards, WordPress
- **IT:** Networking, Operating Systems, Technology Implementation, Technology Troubleshooting

EDUCATION

BS in Information Technology & Informatics

Rutgers University • GPA: 3.5

New Brunswick, NJ • Sep 2007 - Jan 2013