

Contact

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(LinkedIn)

Top Skills

Interpersonal Skills
Product Development
Product Innovation

Languages

Spanish

Certifications

Partner Certification
Crystal Training for Advanced PM Skills

Max Pohl

Product Leader | 0-1 Product Strategy | Principal PM | Startups |
InsureTech | FinTech | User-Centric Design Champion | Indie Guitar
Aficionado

Brooklyn, New York, United States

Summary

As an artist-turned-Product Manager, what I love about Product is its inherent creativity. There's a strange universality in problem-solving, and the skills I've cultivated as a musician and painter lend me a unique perspective as a PM. My expertise lies in navigating ambiguity and distilling ideas down to their core, honing in on what truly matters and nurturing that essence. Like translating an idea onto canvas or improvising on guitar, I leverage my creative background to translate complex ideas so they're accessible to others, instilling focus and opening a path for continued learning and exploration.

My approach also centers on fostering collaboration and empowering team members to reach their full potential. I believe that the most innovative solutions emerge when diverse perspectives converge — whether in the conference room or the rehearsal space. This philosophy has guided me in successfully leading teams across various industries, from startups to established tech companies.

Some career highlights include:

- Leading the end-to-end development, launch, and growth of a debit card product for a FinTech startup, resulting in \$21M Annual Recurring Revenue (ARR).
- Faced with low retention and a weak monetization strategy at a Machine Learning startup, I defined and executed a brand new product strategy, increasing user retention by 20%.

Outside of work I love to play guitar, paint and go for long runs. If you want to discuss the creativity behind Product or play guitar together, let's connect!

Experience

West Monroe

4 years 2 months

Senior Principal Product Manager

March 2023 - Present (1 year 10 months)

New York, New York, United States

Built world-class products and led cross-functional teams across a variety of industries; promoted to Senior Principal in 2023

- Launched a new Case Management application to address operational inefficiencies, decreasing case turnaround time by 35% and increasing revenue by \$3M
- Designed and delivered an MVP web app to improve customer satisfactions for an insurance claims management company, increasing retention by 24% after three months
- Coached and mentored two Associated Product Managers

Principal Product Manager

June 2022 - March 2023 (10 months)

- Built a new appointment check-in flow for a national TeleHealth company to reduce churn, increasing confirmed appointment by 147% after one year

Senior Product Manager

November 2020 - June 2022 (1 year 8 months)

New York, New York, United States

- Pivoted strategy at a startup after influencing leadership to support classroom use, enabling teachers to forms student groups in the app, achieving a 20% growth in retention

banQi

Senior Product Manager

February 2019 - October 2020 (1 year 9 months)

Boston

Owned core products for a Brazilian B2C mobile banking startup including deposits, withdrawals, and debit card purchases, generating \$21 M in ARR

- Expanded available card delivery options based on user feedback and market research, resulting in a 15% increase in successful card deliveries across Brazil

- Redesigned the app deposit workflow for improved intuitiveness based on user testing and funnel metrics analysis, leading to a 70% decrease in customer support outreach
- Implemented the best-performing card activations experiments, including cashback offers, achieving a 19% increase in users activating and making their first purchase
- Enacted transaction limits and rules after analyzing customer usage data, leading to a 10% decrease in fraudulent activity
- Generated roadmaps in collaboration with Engineering, articulating short, medium, and long-term goals aligned with C-level vision

Wayfair LLC

Product Manager

February 2016 - February 2019 (3 years 1 month)

Boston

Built and optimized tools and systems used to manage media content on Wayfair.com

- Launched a new image tagging tool in collaboration with Data Science to improve operational efficiency, recording a 27% decrease in average tagging turnaround time
- Defined and instituted rules to proactively notify suppliers of missing images across Wayfair.com, leading to an 18% increase in image coverage across the site
- Planned and built a new supplier-facing video upload tool to address slow load times and file size limitations, leading to increased supplier satisfaction and engagement
- Established and tracked KPIs to measure success for relevant initiatives, including internal tools and supplier-facing webpages

ClearCompany

Client Relationship Manager

April 2014 - February 2016 (1 year 11 months)

Boston

Managed a grew client accounts for an early stage Talent Management SaaS startup

- Synthesized user feedback and helped inform product roadmap priorities by recommending improvements to Engineering and Design teams

- Customized cloud-based accounts according to each client's respective business needs and workflows, and acted as a consultant to guide new client implementations

Education

Berklee College of Music

Bachelor of Arts - BA, Music Business
