ANTHONY BAKER

LEAD PRODUCT MANAGER & DATA SCIENTIST

Decade of experience building products at the intersection of AI, education, and data, with experience launching AI-native products. Excels at wearing many hats. Entrepreneurial, first-principles thinker.

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WORK EXPERIENCE

Lead Product Manager @ WORKERA   **Oct 2023 - Apr 2025**

Workera is a skills intelligence platform that provides HR and L&D executives with granular skills data and helps employees close skill gaps fast with personalized mentorship.

- Launched a hyperpersonalized AI learning experience that adapted based on granular skill proficiencies, company/industry context, and job responsibilities. Tested LLM architectures, established LLM monitoring metrics, automated quality control for AI-generated content, iterated on prompts.
- Built an AI (RAG) mentorship experience to recommend each learner the right content at the right time.
- Managed a full platform rebuild to become an AI-native product, including cross-team prioritization, beta strategy, and launch.
- Hired and mentored PMs and PDs emphasizing customer centricity, first principles, and UX best practices.
- Created alignment and concrete platform vision for AI mentorship.
- Led product demos at conferences and for high-value sales prospects.

Senior Product Manager @ HEAP   **Feb 2022 – Oct 2023**

Heap is a product analytics platform that empowers teams to answer important questions about user behavior.

- Doubled engagement rate through iteration with customers to increase ease of use & onboarding.
- Conducted competitive analysis & launched a differentiated feature that became tightly correlated with ARR retention.
- Transformed team culture and process from ticket-taking to customer obsessed, product-minded engineering. Dramatically increased velocity, launching 4 significant betas per sprint.
- Led holistic jobs-to-be-done (JTBD) user research. Created opportunity-solution trees. Fostered alignment by focusing on learning fast and identifying critical decision points.
- Proactively led across teams to successfully sunset a former core feature, migrating 100% of customers with 0% churn.
- Pivoted quickly during macroeconomic swings to do more with less and support urgent business needs.

Data Scientist @ DATACAMP   **May 2018 – Feb 2022**

DataCamp is a fully interactive platform for learning and teaching data science.

- Experimentation: Designed and analyzed 50+ A/B tests. Built internal experimentation tools & dashboards.
- Analytics engineering: Built a data pipeline in Python + Airflow that ingested & cleaned data from spreadsheets, APIs, and other databases.
- Modeling: Launched a sales lead scoring algorithm. Deployed a machine learning model to recommend courses. Rewrote matrix multiplication in SQL to optimize performance.
- Business intelligence: Led teams to define KPIs & OKRs, built interactive company-wide dashboards. Conducted EDA to identify new opportunities and product areas.
- Leadership: Mentored other data scientists via weekly training sessions. Drove a culture of data-driven decisions.

Product Manager @ DATACAMP   **Jun 2016 – Feb 2022**
DataCamp is a fully interactive platform for learning and teaching data science.

- Pivoted the business model and strategy for the mobile app and increased NPS by 80% and content engagement by 126%. The app now generates >$1M standalone ARR.
- Led design thinking exercises for leadership team. Conducted user research. Led design sprints to prototype innovative solutions for both B2C and B2B.
- Launched a signed-out experience for 3.7 million monthly active visitors. Built a service to offer dynamic, time-bounded discounts that brought in over 25,000 new subscribers worth over $13 million cash-in.
- Built a product roadmap to test product-market-model-channel fit for a new audience. Cut projects into vertically-scoped MVPs to provide value quickly.

Executive Board Member @ JUDITH'S READING ROOM   **Feb 2014 – Jan 2023**
Judith's Reading Room is a nonprofit that promotes literacy by delivering custom libraries to organizations around the world and recognizes excellence in the field of literacy through the Freedom Through Literacy annual award.

EDUCATION

Harvard University Technology, Innovation, and Education Ed.M.   Cambridge MA, 2016

Lafayette College Creative Writing, Computer Science, A.B., Football (NCAA D1)   Easton PA, 2015

Phillips Exeter Academy   Exeter NH, 2011

DATA SKILLS

R	A/B testing	Data engineering, ETL, pipelines
Python	Statistical analysis	Interactive dashboards
SQL	Experiment design	KPI / OKR definition
Javascript	Analytics engineering	Data visualization & storytelling

PRODUCT SKILLS

Roadmapping	User story mapping	B2C, B2B, B2C2B
Design thinking	Agile, Shape Up, Lean	User stories
UX / UI design principles	User research, user testing	Product strategy
Market / competitive analysis	Mobile & web development	Product process and culture

MARKETING SKILLS

Growth hacking	Retention, funnel analysis	Sales enablement
Designing habit loops	Copywriting	Product marketing
Email marketing	UX writing	Messaging and positioning