ANTHONY BAKER

LEAD PRODUCT MANAGER

Team-first problem solver and design thinker with deep expertise in data analytics, user research, product process and culture, and designing digital learning experiences.

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WORK EXPERIENCE

Lead Product Manager @ WORKERA   **Oct 2023 - Present**
- Mentored and hired PMs and designers emphasizing customer centricity, first principles, and process/culture.
- Shifted strategic direction with leadership based on scalability, customer needs, and market needs.
- Created alignment and concrete platform vision for AI mentorship. Managed a full platform rebuild natively leveraging AI, including cross-team prioritization, beta strategy, and launch.
- Attended conferences and conducted product demos for high-value sales prospects.
- Procured and established product analytics tooling for data-driven decisionmaking.

Senior Product Manager @ HEAP   **Feb 2022 – Oct 2023**
- Doubled engagement rate through iteration with customers to increase ease of use & onboarding.
- Maintained a stable 6 month roadmap, including 1+ year customer problem-centered research roadmap.
- Led holistic JTBD user research. Created opportunity-solution trees. Fostered alignment by focusing on learning fast and identifying upcoming decision points.
- Transformed team culture and process from ticket-taking to customer obsessed, product-minded engineering. Dramatically increased velocity, launching ~4 significant betas per sprint.
- Successfully sunset a formerly core feature, moving 100% of customers to new platform with 0% churn.
- Conducted competitive analysis. Launched a differentiated feature, Journeys, that became tightly correlated with ARR retention.
- Pivoted quickly during macroeconomic swings to do more with less and support urgent business needs.

Data Scientist @ DATACAMP   **May 2018 – Feb 2022**
- Designed, ran, and analyzed 50+ A/B tests. Architected a scalable experimentation framework.
- Built a data pipeline that ingested data from spreadsheets, APIs, and other databases.
- Built a lead scoring algorithm to filter and score users on their likelihood of becoming sales leads. Deployed a machine learning model to recommend courses.
- Worked with teams to identify strong KPIs. Developed a suite of OKR & KPI dashboards.
- Conducted EDA to identify new opportunities and product areas.
- Led weekly training sessions and mentored other data scientists.

Product Manager @ DATACAMP   **Jun 2016 – Feb 2022**
- Pivoted the business model and strategy for the mobile app and increased NPS by 80% and content engagement by 126%.
- 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 have 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.
- Established data-driven culture leveraging long-term KPIs and success metrics for each feature launch.

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

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

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

Phillips Exeter Academy   Exeter NH, **2011**

LANGUAGES & BUZZWORDS

R	Design thinking	A/B testing
Python	User story mapping	Growth Product Management
SQL	Opportunity solution trees	Mobile apps, web apps
Javascript	Agile, Shape up, Lean	B2C, B2B, B2C2B