

ANTHONY BAKER

LEAD PRODUCT MANAGER

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

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WORK EXPERIENCE

Lead Product Manager @ WORKERA

Oct 2023 - Present

- Designed and launched an AI learning experience. Tested multiple architectural approaches, established LLM ops, automated quality control for AI-generated content, iterated on prompts.
- Built a mentorship experience using a RAG 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.
- Shifted strategic direction with leadership based on scalability, customer needs, and market needs.
- Led product demos at conferences and for high-value sales prospects.

Senior Product Manager @ HEAP

Feb 2022 – Oct 2023

- 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 JTBD user research. Created opportunity-solution trees. Fostered alignment by focusing on learning fast and identifying upcoming decision points.
- Proactively led across teams to successfully sunset a formerly 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

- 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: Helped teams define KPIs & OKRs and built interactive company-wide dashboards.
- Analytics leadership: Conducted EDA to identify new opportunities and product areas. Drove a culture of data-driven decisions.
- Coaching & mentoring: 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%. 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 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.

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 UniversityCambridge MA, **2016****Creative Writing, Computer Science, A.B.**, Football (NCAA D1), Lafayette CollegeEaston PA, **2015**

Phillips Exeter Academy

Exeter NH, **2011**

LANGUAGES & BUZZWORDS

R
Python
SQL
JavascriptDesign thinking
User story mapping
Opportunity solution trees
Agile, Shape Up, LeanA/B testing
Growth Product Management
Mobile apps, web apps
B2C, B2B, B2C2B