



# Bryan Esslinger

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## PROFESSIONAL SUMMARY

Senior Product Manager with expertise in data-led, user-centric solutions, delivering intuitive SaaS products that increase adoption and revenue. Skilled in end-to-end product strategy, cross-functional collaboration, and optimizing experiences for both businesses and consumers.

## WORK EXPERIENCE

### LeagueApps | New York, NY

#### Senior Product Manager | December 2021 – Present

LeagueApps is an all-in-one platform for youth and local sports leaders. Since 2012, it has grown from an early-stage startup to serving over 3K customers and 30M users in 2025.

- Own end-to-end product strategy and roadmap for the scheduling product, applying machine learning through integrated solutions to automate data mapping and reduce friction, while shaping a broader AI-driven strategy to resolve complex logistical conflicts.
- Increased adoption of the schedule product by 15%, increasing both customer retention and sales revenue.
- Drove a 20% gain in developer efficiency by transitioning core internal tools from a monolithic architecture to microservices, aligning with Agile SDLC principles.
- Partnered with engineering and product design teams to establish a platform-wide design system, ensuring consistent UX and accelerating development across multiple product lines.
- Led 0→1 product development and GTM of [LeagueApps Facilities](#), integrating third-party booking tools to enable facility inventory management—driving ~\$500K in combined new enterprise sales and retained ARR in year 1.

#### Product Manager | March 2017 – November 2021

- Oversaw discovery, design, implementation, and release of 50+ products and features across registration, payments, communication, scheduling, reporting, CMS, API, and iOS/Android app components.
- Collaborated cross-functionally to develop [LeagueApps Gateway](#), a Stripe Connect-powered internal platform supporting customer payments and accounting workflows
- Led 0→1 development and launch of [LeagueApps Play](#), a native iOS/Android app now used by millions of parents, players, and coaches.
- Owned [Design Shop](#), a WordPress-based web design service, securing \$900K in first-year revenue and scaling to \$1M+ ARR by building an in-house agency.
- Launched the [LeagueApps Integration Center](#) and [Zapier App Store listing](#), enabling no-code and API-based workflows that supported hundreds of enterprise customers—contributing to ~\$5M+ in influenced ARR through sales enablement and churn prevention over time.

#### Product Marketing Manager | May 2016 – March 2017

- Established business objectives and success metrics for new features.
- Led GTM strategies for dozens of launches, creating help articles, videos, and hosting webinars to drive adoption.
- Conducted market intelligence and competitive analyses, coordinating sales engineering and support to shape product positioning.

## Manager, Customer Success & Onboarding | July 2015 – April 2016

- Managed a team of four direct reports while activating 300+ enterprise and strategic accounts, generating \$5M+ in ARR, including the company's first professional league partnerships with Madison Square Garden, Major League Baseball, and the NBA.
- Built and implemented the company's Salesforce instance from the ground up, replacing manual workflows with structured processes to automate the sales-to-launch handoff and enable data-driven insights into churn and opportunity loss across accounts and demos.
- Increased customer activation by 10% by creating a self-service checklist that streamlined onboarding.

## SKILLS

**Product Leadership:** Strategy | Roadmapping | Requirements Analysis | Prioritization | Technical Tradeoffs

**User-Centric:** Discovery | User Stories | Personas | Journey Maps | Customer Feedback

**AI & Automation:** Generative AI | Prompt Engineering | Machine Learning | Data Mapping Automation

**Search & Discovery:** Global SaaS Search | Query Segmentation | Cross-Tenant Elasticsearch | Search UI Patterns

**Technical Fluency:** APIs | SQL/NoSQL | HTML/CSS | JavaScript | Tech Specs

**Collaboration & Growth:** Technical Sales Strategy | Presentations | Stakeholder Buy-In | Executive Influence

## TOOLS

**Collaboration & PM:** JIRA | Notion | Slack | Miro | Jellyfish

**Design & Analytics:** Figma | InVision | Storybook | Google Analytics | Heap | Tableau | Pendo | UserTesting

**Development & Integrations:** Git | GitHub | LaunchDarkly | OpenAPI | Postman | Visual Studio Code | AWS | GCP | Apple App Store Connect | Google Play Console | Firebase | TestFlight | WordPress | Stripe | Zapier

**Technical Skills:** HTML | CSS | JavaScript | TypeScript | React | Node.js | GraphQL | Apollo | Tailwind | Bootstrap | SQL | PostgreSQL | MongoDB | Python

## EDUCATION

Bachelor of Science (B.S.) in Business Management, Sport Management, and Interactive Media  
University of Delaware | Newark, DE

## CERTIFICATIONS AND ADDITIONAL TRAINING

Full Stack Software Development Boot Camp | Columbia University | New York, NY | 2024 – 2025