



# Bryan Esslinger

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## PROFESSIONAL SUMMARY

Experienced product polymath with 13+ years building B2B/B2B2C SaaS products from 0→1. Rare combination of technical fluency, cross-functional leadership spanning sales/engineering/customer success, and proven track record launching revenue-generating products. Expert at establishing product organizations, aligning roadmaps with business outcomes, and building for both technical and non-technical users in high-growth startups.

## WORK EXPERIENCE

### OnRamp | Boston, MA (Remote)

**Senior Product Manager | August 2025 – Present**

AI-powered customer onboarding and engagement platform enabling CS teams at leading B2B/B2B2C companies - from Fortune 15 enterprises to high-growth startups - to accelerate time-to-value and scale operations.

- **Established foundational product strategy framework**, squad structure, and modern agile practices from scratch as key founding PM, implementing discovery-to-release cycles aligned with 2026 goal to double ARR.
- **Doubled Reporting product adoption to 45%** of customers in 3 months through comprehensive overhaul including AI-powered insights—directly addressing the platform's #1 sales loss and churn driver in 2025.
- **Built analytics infrastructure and AI agent** analyzing call transcripts to extract product insights, driving data-driven roadmap prioritization and faster time-to-value for both internal teams and customers.
- **Led 0→1 development and launch of OnRamp AI**, establishing the platform's intelligent co-pilot foundation that surfaces predictive insights—building core capabilities for future workflow automation and personalization.
- **Own B2B2C Customer Portal product strategy**, delivering personalized branded experiences that drive customer engagement and accelerate adoption while enabling CS teams to scale operations.

### LeagueApps | New York, NY

**Senior Product Manager | December 2021 – June 2025**

LeagueApps is an all-in-one SaaS 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 and related API surfaces, balancing new feature development, platform investments, and technical debt to drive adoption, retention, and growth.
- **Increased adoption of the schedule product by 15%**, increasing both customer retention and sales revenue.
- **Drove a 20% gain in developer efficiency** and enabled modular, extensible API capabilities that support long-term scalability by transitioning core internal tools from a monolithic architecture to microservices.
- **Led 0→1 product development and GTM of LeagueApps Facilities**, integrating third-party booking tools to enable real-time facility inventory management and customer data sync - driving ~\$500K in combined new enterprise sales and retained ARR in year 1.
- **Partnered with engineering and product design teams** to establish a platform-wide design system.
- **Regularly present roadmap updates** and tradeoffs to senior leadership, ensuring alignment across GTM.
- **Mentor PMs** and cross-functional peers on product discovery, prioritization, and stakeholder alignment.

## Product Manager | March 2017 – November 2021

- **Led discovery, design, development, and GTM of 50+ products and features** across registration, payments, e-commerce, communication, scheduling, reporting, CMS, API, and iOS/Android app components.
- **Collaborated cross-functionally to develop [LeagueApps Gateway](#)**, a Stripe Connect-powered internal platform supporting secure customer payments and accounting workflow, now processing over \$1B transactions/year.
- **Led 0→1 development and GTM of [LeagueApps Play](#)**, a native iOS/Android app now used by 250K+ MAUs (parents, players, and coaches).
- **Led 0→1 development and GTM of [Design Shop](#)**, a WordPress-based web product development service for SMBs, securing \$750K 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 for developers, partners, and power users 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 & Strategy:** Roadmapping | Prioritization Frameworks | 0→1 Development | GTM Strategy | Stakeholder Alignment

**Technical Development:** REST APIs | SQL/NoSQL | JavaScript/TypeScript | React | Git | AWS | Full Stack Capabilities

**AI & Emerging Tech:** Cursor | Claude (Artifacts, Projects, Skills) | Gemini | Perplexity | Automation Design

**Customer & Analytics:** Jobs-to-be-Done | UX Research | Data Analysis | Tableau | Sigma | Heap | Google Analytics | BigQuery

**Collaboration & Tools:** JIRA | Notion | Figma | Miro | Postman | Stripe | Zapier Integrations

## 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