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SUMMARY

PM who ships. Took Fold from startup to Nasdaq listing by owning the messy middle: compliance deadlines with 2-engineer teams, features users loved but the business couldn't afford, and multi-stakeholder coordination where Legal, Engineering, and Banking all had veto power. I build things for people, not users.

EXPERIENCE

 **Fold** Remote • April 2021 - July 2025

Product Operations and Strategy Specialist

- Handpicked by CEO to partner with GM of Credit on Bitcoin Rewards Credit Card strategy. Led product due diligence as a team of two: vendor evaluation, Visa negotiations, fee structure research, cardholder agreement development with Legal. Scoped implementation.
- Shipped crypto tax compliance 2.5 months early. Led vendor selection, became the SME on crypto tax law, coordinated 6 stakeholder groups with 2 engineers. Wrote all user docs, trained support. 90% adoption, 2% support ticket rate.
- Reduced banking partner approval timeline by 75% by establishing direct relationships and creating repeatable documentation templates. Unblocked multiple roadmap items.

Product Manager

- Shipped the Bitcoin Flywheel: three interconnected features (Sell, Receive, Direct to Bitcoin) that transformed Fold from a rewards app into a complete financial ecosystem. 50% increase in trade volume, 40% adoption of auto-buy.
- Inherited Fold's most beloved feature - and its biggest financial liability. Evolved the "Spin Wheel" through 4 iterations over 18 months, turning unsustainable prize economics into a model that works at any bitcoin price up to \$1M.
- Built self-service admin tooling that eliminated engineering dependency for feature updates. Created sponsorship program generating six-figure revenue from a former cost center.
- Solo-shipped Notification Preference Center when engineering had no bandwidth: design, setup, backend integration, copy, and launch. 50% DAU adoption in first month.

Community Manager → Product Marketing Manager

- Led implementation of Iterable, giving Fold push notifications and in-app messaging for the first time. Worked with design on reusable components, managed the system ongoing.
- Drove GTM for rewards program restructure, launching to 100K+ users with segmented messaging by tier and lifecycle stage.
- Built Fold's Discord community from scratch - channels, roles, partner Q&As, and automated feedback loops into product. Created "Friends of Fold," a 40+ power user group for product feedback and QA.

 **Sensor Tower** Remote • September 2020 – April 2021

Customer Success Specialist

- Onboarded enterprise clients on mobile app analytics platform. Identified adoption patterns that informed product priorities.

 **Mosaic** Oakland, CA | Remote • August 2016 – April 2020

Business Process Analyst

- Worked 1:1 with users to improve solar finance workflows. Reduced support ticket volume through process documentation and training.

 **NRG Home Solar** San Francisco, CA • August 2014 – May 2016

PV Solar Designer

- Designed PV solar systems. Integrated sales and engineering data into QA processes.

SKILLS & TOOLS

Product Management & Strategy

Roadmapping • PRDs • User Research • Go-to-Market • Stakeholder Coordination • Compliance Navigation • Metrics-Driven Prioritization

Building & Shipping

Next.js • TypeScript • Tailwind • GitHub • Linear • JIRA • Claude • Cloudflare Pages • Figma

Fintech & Domain

Bitcoin/Crypto • Rewards Systems • Tax Infrastructure • Banking Partner Relations • Regulatory Compliance

Ops & Tooling

Zapier • Slack Workflows • Notion • Salesforce (Admin) • SQL (Basic) • Analytics Dashboards