

David Riddlebarger

Product Manager
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Skills

- **Product Strategy:** Market & competitive analysis, Persona development, value proposition
- **Research:** Qualitative (interviews, ethnography, usability research), quantitative (surveys, A/B tests)
- **Programming Languages** - HTML, CSS, Javascript (React), Ruby on Rails, SQL
- **Design/Prototyping Tools** - Sketch, Zeplin, InVision
- **Collaboration, Leadership** - Storytelling, public speaking, Agile development, project management

Experience

Skool.com (Consulting.com), El Segundo, CA

Senior Product Manager

Jan 2019 - Present

- First product hire at a stealth startup in the e-learning space. **Translated founder's vision** into detailed **product strategy, roadmap**, releases. **Shipped [Q&A Platform](#)** for Consulting.com (parent company)
- **Designed UX/UI prototypes** in Sketch, created product specs, user stories, managed Kanban board.
- Conducted **user interviews** for product discovery and validation, did **usability testing**.

Honda R&D Americas, Inc, Torrance, CA

Senior Product Manager

May 2011 - Jan 2019

- **Developed product strategy** and vision for Honda/Acura vehicles: created **customer personas**, **value proposition**, product positioning, product roadmap, and business case
- Led **market/user research and user testing**, utilizing qualitative and quantitative methodologies; Designed research studies, managed research vendors and budgets up to \$300k, reporting findings
- Products Developed:
 - **2017 Honda CR-V: Identified winning market position** that increased sales and transaction price during lifecycle; **increased sales among target customer cohort by 55%**
 - **2019 Acura RDX: Planning Project Leader** on US-based development team. Created aggressive strategy to acquire new customers, elevate brand, and increase revenue. **Increased acquisition from luxury competitors by 130%***; vehicle set brand sales records post-launch
 - **Acura MDX** (in development): **Planning Project Leader** on US-based development team; led multiple rounds of qualitative research, including large driving **usability study**
- Utilized **agile principles** to validate potential concepts and product features using MVPs
- Collaborated with & influenced cross-functional engineering & design teams; presented to executives
- Featured in "This is Product Management" podcast, episode 181: [Building Cars is Product Management](#)

Projects

WaterSpotter

WaterSpotterApp.com

- **Built a mobile-first web app** for cyclists/runners to find water fountains using Geolocation
- Wrote full-stack source code (Ruby on Rails, Javascript), created **UI/UX design** (Sketch/InVision)
- Utilized **A/B testing** to validate product idea, used metrics/analytics tools to optimize funnel

Education and Certifications

- **Certified Scrum Product Owner (CSPO)**, 2018
- **Software Product Management (SPM) Certificate**, 2017
Product School
- M.S. Product Development Engineering, 2011
University of Southern California
- B.S. Mechanical Engineering, 2009
California State University, Long Beach