

Geoff Canyon

Product Manager with 15 years of experience in AI, NLU, machine learning, SaaS, and managing innovative products that serve millions of customers. Leads large cross-functional teams to deliver user-centric products that drive exponential growth. Technical and analytic skills, product innovation, delivering concept to completion, and working with cutting-edge technology.

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EXPERIENCE

Pre-funding Startup (2023) • B2C • Consumer Chat Therapy Bot

Chief Product Officer/Contract

- Working with Large Language Models to define and create a finite state machine definition for a chatbot capable of delivering a clinical-quality therapeutic conversation on a wide range of relationship topics, from work to social to sexual.



LivePerson (2021 - 2022) • B2B SaaS, B2C • Industry-Leading Online Chatbot Platform



Principal Product Manager

- Led the creation and launch of the first commerce NLU model on the site, **driving adoption by over thirty large brands** in the first year.
- Doubled entity recognition** F1 from 42% to 89% by leading the data science effort to create a BERT-based model for Natural Language Understanding (NLU).
- Defined frame-based entity recognition and dialogue management to **reduce time-to-build simple bots by 10x**, and complex bots exponentially more.

Agoda (2019 - 2021) • B2C • SE Asia's Largest Online Travel Agency



Senior Product Manager

- Managed two product managers to exceed performance goals and achieve promotions.
- Defined and **launched trip insurance, projected annual revenue \$40MM** post-pandemic.
- Optimized ranking and discovery using UI to gather user behavioral data for the machine learning algorithm. **Improved interaction rates by 230%** and module bookings by over 60%.
- Used data analysis and simulation to understand the deep statistical flaws in the in-house experimentation platform being used by sixty product managers. Established secondary metrics to **increase supported decisions by over 500%**.
- My first experiment on the booking form **produced \$8MM in incremental revenue** by boosting customer confidence and desire-to-buy.

I Will Vote (2016-2018) • B2B, B2C • Revolutionary Text Messaging Platform



Founder

- Launched 0 to 1 scalable messaging product, **increasing turnout likelihood by almost 300%** in multiple state elections compared with other non-human-dependent methods.
- Sold the platform to a competitor.



Product Manager

- **Managed multiple teams and product managers to produce outstanding results**
- Revamped site UX to significantly **increase monthly repeats** and other metrics.
- Prepared the company for a \$1B buyout by APAX Partners.
- Based on SEO analysis, **increased total monthly unique visitors 39%** (from 44M to 61M).
- **Defined and built two new products**, helpme.com and video articles.
- Led the Community Team to turn a **10% annual member loss into a 5% gain**.
- Used a thumbs-up/down button to measure answer quality; created "Subject Matter Experts." Recruited 2,000 experts and 1MM expert answers in year 1. **Improved user confidence > 40%**.
- As the first product manager, I used technical skills and optimized processes to **increase subject-matter website output by 4x**, with a similar increase in revenue.

PriceGrabber.com (2007 - 2009) • B2C, B2B comparison shopping site



Program Management Lead

- **Initiated project management at the company, grew the team to three project managers.**
- Launched and maintained API technical partnerships worth **20% of company revenue**.
- Defined site UI that **increased click rate 3x**.

HBO (2001 - 2006) • B2B premium cable channel



Project Leader

- **Managed a team of developers to craft dozens of applications across the company.**
- Defined and created a residuals and participation system to **manage over \$200 million in revenue** and save millions of dollars in penalties.
- From 0 to 1, **built a new project/work management system** used by 12 teams.

EDUCATION

U.C. Santa Barbara • College of Creative Studies • Mathematics

U.C. Los Angeles | Business School | Project Management

TECHNOLOGIES

LLMs • APIs • Machine Learning • SQL • PRFAQ • Jira • J • LiveCode • Python

SKILLS

- Strong technical and product skills to align product ideation, roadmaps, and strategy and lead large cross-functional teams to dramatic success
- Detailed product strategy and product sense, bringing products from concept to completion
- Data science, machine learning, and AI: natural language understanding and generation
- Strong sense of user-centric product design principles and user experience
- Complex data analysis from product data, rapid iteration against metrics
- Excellent verbal and written communication and presentation at all levels

RECENT WRITING

- [How implementing a BERT-based model improved precision and recall in recognizing global entities at LivePerson](#)
- [Using ChatGPT to generate code in an obscure language](#)
- [Using ChatGPT to replace Google?](#)

HOBBIES

Long-distance cycling • Indoor rowing • Indoor skydiving • Juggling • Writing • Puzzles • Programming • Learning