

ABOUT DAN GUNDERSON

Senior Product Manager

Dan is a Product Professional with 12+ years of work experience. He specializes in building scalable systems that consistently turn complexity into activation, retention, and revenue.

Curiosity

Data Driven

Leadership

Craftsmanship

PRODUCT MANAGER

Superpowers

Dan excels at working with engineering-heavy, technical teams to translate customer signal into focused roadmaps. His systems-first approach drives him to think of the long game. He prefers to run small experiments, conduct discovery, and ensure that the team is focused on the right thing.

FEATURED

Work

GROWTH & ONBOARDING

Self Service Trial

Re-imagined self-service experience to drive 3X boost in product-led sales conversions

Sign Up Flow UI/UX | Authentication | Provisioning | Experimentation | Feature Access

AI IMPLEMENTATION

Evolution of a Chatbot

Developed internal production-grade AI library as well as RAG chatbot

Full-stack | AI | Data Pipelines | Technical | Platform

0 → 1 PRODUCT LAUNCH

Single-Tenant SaaS

Re-imagined self-service experience to drive 3X boost in product-led sales conversions

Sign Up Flow UI/UX | Authentication | Provisioning | Experimentation | Feature Access

ORGANIC EXPANSION

Entitlements Service

Re-imagined self-service experience to drive 3X boost in product-led sales conversions

##REVENUE IMPACTED

##FEATURES DELIVERED

##EXPERIMENTS RUN

APPROACH

To Product / Principles

Narrative

Like to write things down to clarify my own thoughts. Tailor my language and my leadership style depending on the audience. I like to influence by simplifying as much as possible, collecting data, and building a coalition. I come up with unique sound bites that my colleagues latch onto, eventually they start selling my idea.

My leadership style is that of a pace-setter. I prefer to lead from the front. I like to get my hands dirty. I work in public and am not afraid to admit when I was wrong.

Process

Step 1:

Step 2

Step 3

WHAT SOME GENEROUS PEOPLE HAVE SAID

About Working With Dan

SLINGSHOT

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum."

- John Smith, 2025

CONNECT

Get in Touch

Interested in collaboration, part-time opportunities, or something else?

Schedule Meeting

