

MARK HANSEN

EXPERIENCED PRODUCT MANAGER & TECHNOLOGY LEADER

PROFESSIONAL OVERVIEW

Product Manager with 20 years of experience in software and SaaS, blending technical leadership with a customer-first mindset to deliver scalable solutions. Proven track record in leading product strategy, roadmaps, GTM launches, and cross-functional alignment. Skilled in identifying market opportunities, leveraging data to drive decisions, and delivering products that generate both customer impact and business growth.

WORK EXPERIENCE

Docubee | Tampa, Florida, Product Manager Aug 2022 – Present
Online eSignature, document workflow, and contract management solution. | Private | 125 employees | US

- Own product strategy, go-to-market (GTM) and roadmap execution driving an average annual revenue growth rate of 41%.
- Partner with sales to strengthen value propositions and restructure packaging and pricing, resulting in an 8x increase in average deal size.
- Initiated and led a project to bring key technologies in-house, decreasing per transaction costs by 99.5% and significantly improving margins.
- Solved communication gaps across sales, marketing, product, and executive teams, fostering stronger alignment and faster decision-making.
- Utilized tools such as Pendo, PostHog, and Google Analytics to track key KPIs including feature adoption, NPS, trial engagement, and user retention.
- Introduced new technologies and feature sets, including recent AI and LLM implementations, to meet evolving market demand.
- Collaborate closely with engineering to define and prioritize user stories, contributing to sprint planning and daily stand-ups.

Accusoft | Tampa, Florida, Product Manager Mar 2019 – Aug 2022
Document processing and imaging software solutions. | Private | 125 employees | US

- Managed the legacy SDK product line generating over \$18M annually, with a strategic focus on maximizing customer retention.
- Maintained churn under 10% year over year by building strong customer relationships, resolving product issues, and ensuring seamless continuity for long-term clients.
- Worked with sales and support to identify and eliminate friction points, protecting key accounts and reinforcing customer trust.
- Provided transparent updates to internal stakeholders on progress and risks, keeping teams aligned around retention and growth objectives.
- Planned targeted product updates based on direct customer feedback, balancing enhancements with resource constraints.

Accusoft | Tampa, Florida, Software Development Manager May 2016 – Mar 2019

- Managed project delivery with a focus on clear communication, team alignment, and a leadership style built on support and respect.
- Bridged communication gaps across technical and non-technical teams to align priorities allowing for more reliable timelines for delivery.

- Managed AWS resource utilization in collaboration with engineering to ensure performance needs were met while staying within budget.
- Partnered with engineering leaders to launch quarterly reports, team health checks, and career planning initiatives improving productivity, innovation, and engineering job satisfaction.

Thomson Reuters | Tampa, FL, Senior Manager, Software Development

Sep 2013 – May 2016

Tax, accounting, and compliance software solutions. | Public | 10,000+ employees | US/India

- Directed distributed software teams in the development and maintenance of web-based corporate training solutions for multiple global clients.
- Defined roadmaps and requirements in partnership with product management and executive leaders, aligning deliverables with strategic priorities.
- Contributed to technology acquisitions, smoothly integrating acquired teams and assets while ensuring alignment with long-term goals.
- Explored emerging technologies and proposed enhancements to products for new market opportunities.

Bisk Education | Tampa, FL, Internet Development Manager

Apr 1998 – Aug 2013

Online education and professional development provider. | Private | 200 employees | US

- Managed engineering teams in designing and deploying 20+ websites tailored for the online education market.
- Collected high-level direction from leadership and turned it into clear, executable work with well-defined timelines and requirements.
- Introduced workflow enhancements that improved processes for both internal content teams and educational partners.
- Built collaborative relationships across departments, regularly updating project progress and ensuring project alignment.

EDUCATION

University of South Florida | Tampa, FL | BS, Management Information Systems

June 2000

PROFESSIONAL SKILLS

Product Management	Go-to-Market (GTM)	Product-Led Growth (PLG)	Customer Retention
AI & LLM Innovation	Pricing & Packaging	Agile & Scrum Ceremonies	Competitive Analysis
Product-Market Fit	Customer Journey	KPIs & Metrics Tracking	Cross-Functional Leadership

TOOLS AND PLATFORMS

Aha	AWS	ChatGPT	Figma
Git / Github	Google Analytics	Google Gemini	Jira
Microsoft Office	Power BI	Monday	Notion
Pendo	PostHog	SalesForce	Trello

PROFESSIONAL DEVELOPMENT

PMC Level 1 | Pragmatic Institute

September 2020