

# DAVID MARTINEZ

Product Manager

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## SUMMARY

Product Manager with 7 years of experience in B2B SaaS. Led product strategy for enterprise collaboration tools. Returning to workforce after career break for family caregiving.

## EXPERIENCE

### **Slack | Senior Product Manager | San Francisco, CA | March 2018 - December 2021**

- Owned roadmap for Enterprise Grid product serving Fortune 500 customers
- Grew enterprise revenue by 45% through feature development and pricing optimization
- Led cross-functional team of 12 engineers, 3 designers, and 2 data scientists
- Launched Slack Connect feature now used by 100K+ organizations

### **Atlassian | Product Manager | Austin, TX | June 2015 - February 2018**

- Managed Jira Service Management product for mid-market segment
- Increased user activation by 35% through onboarding improvements
- Conducted 150+ customer interviews informing product roadmap

### **IBM | Associate Product Manager | Austin, TX | July 2013 - May 2015**

- Supported product development for Watson Analytics platform
- Created competitive analysis and market research documentation

## EDUCATION

University of Texas at Austin | MBA | 2013

Texas A&M; University | BS Computer Science | 2011

## SKILLS

Product: Roadmapping, User Research, A/B Testing, Pricing Strategy | Technical: SQL, Python, Amplitude, Mixpanel, Figma | Certifications: Pragmatic Marketing Certified, Certified Scrum Product Owner