

# ISAAC WURTH

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## EDUCATION

### UCLA ANDERSON SCHOOL OF MANAGEMENT

#### M.B.A., Full-Time Program (STEM)

Los Angeles, CA  
June 2026

- *Capstone:* Developed an Edge AI product roadmap including 0-to-1 problem definition, user personas, competitive analysis, requirements prioritization, and GTM strategy for enterprise customers
- *Honors & Leadership:* VP of Alumni Relations, AnderTech (Anderson's technology club), VP of Prospective Student Affairs, Admissions Ambassador Corps (AAC), Riordan Scholars Mentor, and Consortium Fellow

### UNIVERSITY OF TEXAS, MCCOMBS SCHOOL OF BUSINESS

#### Certificate in Product Management / Product Portfolio: www.isaacwurth.weebly.com

- Intensive 18-week program covering product strategy, customer pain points, A/B testing, wireframing, and data analytics

Austin, TX  
January 2024

### INDIANA UNIVERSITY, KELLEY SCHOOL OF BUSINESS

#### B.S.B.A, Finance

Bloomington, IN  
May 2016

## EXPERIENCE

### AMAZON, Amazon Freight marketplace & Relay applications

#### Sr. Product Manager Intern

Seattle, WA

June 2025 – September 2025

- Developed product strategy roadmap and improvement prioritization framework for senior leadership, delivering strategic recommendations on AI technology that identified \$40M in revenue opportunities and \$20M in annual cost savings
- Conducted competitive and internal product analysis, synthesizing customer feedback, market gaps, and technical feasibility to surface 11 high-impact product opportunities and inform roadmap tradeoffs across impact, cost, and scalability
- Launched and executed customer research program across 250 customers and 10 partners through surveys and interviews, partnering with Engineering, UX, Marketing, Client Success, and Operations to gather insights that informed product strategy

### LANDING, prop-tech start-up: marketplace for furnished short-term rental housing

#### Product & GTM Strategy Lead

Austin, TX

February 2024 – July 2024

- Owned end-to-end go-to-market strategy for a new corporate housing product, defining customer segments, value proposition, pricing, and execution in partnership with Product, Sales, and Operations to drive cross-functional execution
- Drove 150% month-over-month growth and \$250K in net-new revenue within 3 months by running structured pricing and messaging experiments, incorporating continuous customer feedback loops to optimize acquisition and conversion

### STORYBUILT, real estate development company with mixed-use development portfolio

#### Project Manager, Development Operations

Austin, TX

October 2022 - August 2023

- Led cross-functional execution for mixed-use development projects by defining requirements, timelines, and success metrics, resulting in the delivery of projects spanning \$250M+ in capital aligned with business objectives and execution constraints

### BROOKFIELD PROPERTIES, leading real estate development and investment management company

#### Development Analyst

Chicago, IL

August 2021 - September 2022

- Built a multi-year business plan for the East Coast development division, producing systematic frameworks to project cashflows and business KPIs, resulting in CEO approval of over \$600M worth of active and pipeline project capital
- Collaborated with cross-functional project teams such as sales, marketing, architects, and engineers, providing financial analysis and recommendations, yielding the activation of over \$350M worth of project capital

### ROSCOE PROPERTY MANAGEMENT, #4 largest real estate management company

#### Portfolio Financial Analyst

Austin, TX

July 2020 - July 2021

### MARCUS & MILLICHAP, #3 largest real estate investment sales company by sales volume

#### Field Account Executive

Houston, TX

August 2019 - July 2020

### ORACLE CORP., leading enterprise technology company

#### Enterprise Account Executive – Fortune 50 Named Accounts

Austin, TX

June 2019 - August 2019

#### Enterprise Account Executive – New England & Upstate New York

June 2017 - June 2019

#### Business Development Consultant – ISV & Oracle Cloud Marketplace

June 2016 - June 2017

- Promoted to drive MySQL database sales for Fortune 50 telco, pharmaceutical, energy, technology, and consumer product-based companies, awarding over \$700k worth of product sales from strategic partners and enterprise customers
- Delivered C-suite product demonstrations, showcasing the value proposition and technical capabilities of Oracle database technology solutions, achieving 128% of customer retention KPI and enterprise and ISV cloud sales

## ADDITIONAL

- *Technical Skills:* Jira, Confluence, SQL, Python, Google Analytics, Tableau, Balsamiq, Figma, Salesforce, Microsoft Suite
- *Business Skills:* User Experience, Financial Modeling, User Stories, Competitive Analysis, PRDs, Stakeholder Management