

ISAAC WURTH

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EDUCATION

UCLA ANDERSON SCHOOL OF MANAGEMENT

Los Angeles, CA

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

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

Austin, TX

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

January 2024

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

INDIANA UNIVERSITY, KELLEY SCHOOL OF BUSINESS

Bloomington, IN

B.S.B.A., Finance

May 2016

EXPERIENCE

AMAZON, Amazon Freight marketplace & Relay applications

Seattle, WA

Sr. Product Manager Intern

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

Austin, TX

Product & GTM Strategy Lead

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

Austin, TX

Project Manager, Development Operations

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

Chicago, IL

Development Analyst

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

Austin, TX

Portfolio Financial Analyst

July 2020 - July 2021

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

Houston, TX

Field Account Executive

August 2019 - July 2020

ORACLE CORP., leading enterprise technology company

Austin, TX

Enterprise Account Executive – Fortune 50 Named Accounts

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