KEVIN MIDDLETON

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SENIOR PRODUCT MANAGER – SaaS, Enterprise, Consumer, and Platform

Senior Product Manager with **10+ years of experience** delivering **SaaS products** through **cross-functional leadership**, **driving engagement**, and **scaling platforms globally**. I combine a **data-driven approach** with a **customer-first mindset** to solve complex problems across industries. Comfortable working **in-office** or **remotely**.

PROFESSIONAL EXPERIENCE

HVAC.COM (acquired by Trane Technologies May 2024), New York, NY   Feb 2024 – Present
(Providing homeowners with fair, transparent solutions for HVAC replacement and repair.)

Senior Product Manager, HVAC.com

Oversee HVAC.com features, user experiences, and operations, delivering value for homeowners and internal teams.

- **Leadership**: Manage the entire site funnel, from blog and landing pages to lead generation and sales handoff, for a platform with **~2M annual visits**. Collaborate with marketing, SEO, sales operations, design, project management, and engineering to drive conversions and user engagement while **building 0-to-1 lead generation tools**.
- **Growth**: Delivered calculators (**7.3% conversion rate**), QuoteScore (**6%**), video content (**3.4%**), and optimized landing pages (**2.3%**) through targeted **A/B testing** and iterative improvements, increasing conversions from a baseline of **0.1%**.
- **Expansion**: Expanded HVAC.com to include HVAC repair, calculators, and a revamped blog, improving site depth, user engagement, and conversions.
- **Strategic Impact**: Leverage testing insights, data analysis, and session-to-install metrics to drive site improvements and inform Trane's broader brand strategies.

LEVER (acquired by Employ July 2022), San Francisco, CA   Dec 2021 – Apr 2023
(Talent acquisition platform that combines ATS and CRM to help businesses streamline hiring.)

Senior Product Manager, HRIS Sync Lead

Created and drove the end-to-end development of **HRIS Sync**, an integration between Human Resources Information Systems (HRIS) and Lever, while delivering features to enhance hiring workflows and support enterprise scalability.

- **HRIS Sync Creation & Leadership:** Led a cross-functional team of engineers and designers to develop HRIS Sync using SCIM standards, improving hiring workflows with org chart-aware approvals, accurate user statuses, and enhanced security. HRIS Sync achieved a **37% engagement rate** in its first quarter.
- **Bulk Candidate Importer:** Delivered a self-serve, drag-and-drop interface for bulk candidate importing, reducing upload times from **days to minutes** and reducing support and implementation workload.
- **Customer-Driven Discovery:** Conducted extensive user and IT research to identify pain points and prioritize features, ensuring alignment with enterprise customer needs.
- **Cross-Functional Collaboration:** Collaborated closely with professional services, implementation, customer success, and support teams to integrate both internal and customer feedback into the product development process.
- **Strategic Impact**: Positioned Lever for upmarket growth by delivering enterprise-ready features that streamlined hiring processes and improved customer satisfaction.

SENDOSO, San Francisco, CA.   Mar 2021– Dec 2021
(PLG digital and physical gifting platform helping businesses boost engagement and growth.)

Senior Product Manager, Core Platform & eGift Global Expansion

Owned the eGift platform strategy, partnerships, and internal tools, driving catalog growth and operational efficiency while aligning with broader marketplace goals. Delivered features that supported business scalability and revenue objectives.

- **eGift Catalog & Partnerships:** Expanded the eGift catalog through partnerships and backend enhancements, driving **23% U.S.** and **67% international catalog growth**. Managed vendor relationships and led strategic partnerships, including onboarding Square as a key partner.
- **Fraud Prevention:** Protected eGift transactions from scammers by implementing **two-factor authentication** and **AI-driven fraud detection** to identify bot attacks to improve security and customer trust.
- **Revenue Enablement:** Launched feature tiering to enforce plan limits and incentivize customer upgrades, driving revenue growth. Improved user invitation and onboarding flows to boost platform adoption.
- **Operational Efficiency:** Enhanced internal tools to simplify eGift deactivation, refunds, and swaps, freeing up engineering resources and expediting customer support resolution.
- **Strategic Vision:** Partnered with the Head of Product to align eGift strategy with Sendoso's marketplace vision.

(Online legal services platform providing affordable access to individuals and businesses.)

Senior Product Manager, Core Product & Platform

Led product strategy and execution across the Platform and Legal Document teams, driving impactful initiatives to expand market reach, optimize user engagement, and diversify revenue streams.

- **Co-Branded Partner Sites:** Created and launched **co-branded partner sites** to **11.5 million users**, expanding Rocket Lawyer's presence in Europe and enabling new enterprise partnerships. Delivered configurable authentication, pricing, feature gating, and site theming capabilities, supporting long-term scalability.
- **Revenue Growth:** Increased **mobile gross conversions by 5%** through targeted A/B testing and strategic UX enhancements for the Legal Document product line, which **contributed 90% of U.S. revenue**.
- **Product Integration:** Integrated Legal Documents with RocketSign, replacing a legacy signing experience to enhance usability and reliability. **Boosted eSign start rates by 13%**, supporting future contract execution-related payments.
- **Data-Driven Improvements:** Achieved **highest recorded conversion rates** by developing custom analytics tools to link site performance with conversion performance, enabling targeted optimizations to site speed and checkout processes.
- **Cross-Functional Collaboration:** Partnered with design, engineering, marketing, project management, leadership, and enterprise partners, leading workshops and planning sessions to align product strategies with business goals.
- **Strategic Impact:** Advanced Rocket Lawyer's mission to make legal services affordable and accessible by driving market expansion, funnel optimization, and scalable revenue diversification through core product initiatives.

[ORACLE](), San Francisco, CA   Apr 2013 – Jan 2018
(Global cloud technology company enabling organizations to scale with enterprise cloud and software solutions.)

Senior Product Manager, Engage, Integrations, & Social Network Expansion (2016 to 2018)

Promoted to lead Oracle Social Cloud's Engage product, overseeing cross-functional and international teams, including two scrum teams and three UX/UI designers. Drove platform innovation and facilitated seamless partner integrations.

- **Social Network Expansion: Doubled Oracle Social Cloud's network coverage** through integrations with LinkedIn, Instagram, Sina Weibo, and Tumblr, addressing high-priority customer needs.
- **Product Relaunch**: Led a complete overhaul of Oracle's Social Engage application, launching **32 new features** in 12 months driven by beta testing and customer feedback.
- **World-Class Cloud Integrations**: Managed **cross-app** and **cross-cloud integrations** of Oracle Social's suite of apps with Oracle's Marketing, Sales, and Service clouds. Managed internationalization efforts across **30+ languages**, improving global reach by targeting EMEA and APAC regions.
- **Go-To-Market Execution**: Successfully led comprehensive product rollouts by coordinating with Customer Success, Marketing, and Sales teams to ensure effective market penetration and alignment with strategic goals.

SKILLS

- **Strategic**: Roadmap & Vision, Competitive Analysis, eCommerce & Marketplace Strategy, B2B, Customer Success **Management**: Stakeholder Management, Team Building, Mentorship, Agile (Scrum, Kanban)
- **Analytical & Research**: A/B Testing, Customer Research, User Research, Continuous Improvement **Technical**: AI, LLM, SQL, API Development, Test-Driven Development (TDD), Behavior-Driven Development (BDD)
- **Tools**: Jira, Confluence, Trello, Slack, GitHub, Pivotal Tracker, Airtable, Figma, Full Story, Google Analytics, Mixpanel, Amplitude, Looker, Tableau, Metabase, Optimizely, Zendesk, SurveyMonkey, ProductBoard, ProductPlan, Split.io

CERTIFICATIONS

Product-led Certification, Pendo (2023)   **AI for Product Management**, Pendo (2023)
Introduction to Generative AI, Google (2023)   **Product Analytics Certification**, Pendo (2023)
Certified Scrum Product Owner (CSPO), Scrum Alliance (2013)   **Certified ScrumMaster (CSM)**, Scrum Alliance (2013)
Product-Led Growth Fundamentals, ProductLed (2023)   **Certified Management Consultant (CMC)**, Institute of Management Consultants USA (2010)

EDUCATION

Bachelor of Science in Business Information Technology, Virginia Tech, Blacksburg, VA (2005)