

KEVIN MIDDLETON

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FULL STACK PRODUCT MANAGER – SaaS, Enterprise, Consumer, and Platform

Product leader with 12+ years of experience turning complex problems into clear, scalable SaaS solutions. I lead with data, empathy, and execution, balancing strategy and delivery to create products users love. Working in-office or remotely.

PROFESSIONAL EXPERIENCE

[GRIDSTRONG.AI](#), New York, NY

9/2024 – Present

(SaaS platform for energy compliance and grid reliability.)

Director of Product Management (initially Product Advisor)

Lead product strategy, engineering, and design for GridStrong. Began as an early product advisor before transitioning into a full-time role, securing early traction, building prototypes, and shaping the company's compliance automation roadmap.

- **Secured foundational funding** by building early prototypes and sourcing a \$1.4M DOE grant, directly contributing to \$10M seed funding.
- **Defined early product direction** through SME discovery, workflow validation, and shaping the core patterns used across the GridStrong app.
- **Delivered core compliance workflows** including model quality testing, event analysis, document linking, and automated cross-standard tasks.
- **Translated regulatory requirements** into clear product plans that guided engineering and design.
- **Established company-wide product processes** for roadmapping, sprint cadence, QA, and releases, improving reliability and team alignment.

[HVAC.COM](#) (acquired by [Trane Technologies](#) May 2024), New York, NY

2/2024 – 6/2025

(Providing homeowners with fair, transparent solutions for HVAC replacement and repair.)

Senior Product Manager, HVAC.com and Branded Sites

Led product strategy, UX, and growth for HVAC.com, a ~2M-visit homeowner platform. Owned the full funnel from awareness to dealer handoff, improving engagement, lead quality, and conversions while shaping Trane's digital strategy.

- **Increased conversions** by launching high-performing tools: calculators (7.3%), QuoteScore (6%), video content (3.4%), and optimized landing pages (2.3%), each materially lifting the 0.1% baseline.
- **Expanded the product surface area** with HVAC repair services, new interactive calculators, and a redesigned blog that increased depth, engagement, and lead volume.
- **Improved funnel efficiency and lead quality** using behavioral analytics, session-to-install data, and user paths to refine the homeowner journey.
- **Aligned cross-functional teams around a clear roadmap**, accelerating delivery across engineering, SEO, marketing, design, and sales ops.
- **Drove measurable business results** through continuous testing, analytics-led iteration, and focused UX improvements.

[LEVER](#) (acquired by [Employ](#) July 2022), San Francisco, CA

12/2021 – 4/2023

(Talent acquisition platform that combines ATS and CRM to help businesses streamline hiring.)

Senior Product Manager, HRIS Sync Lead

Created and drove end-to-end development of HRIS Sync, a core enterprise integration that strengthened Lever's upmarket positioning. Shipped workflow improvements, automation, and scalable tooling adopted across enterprise customers.

- **Launched HRIS Sync with 37% engagement in Q1**, delivering org chart-aware approvals, accurate user statuses, and SCIM-based data sync for enterprise-grade reliability.
- **Delivered a self-serve Bulk Candidate Importer** that reduced bulk upload times from days to minutes, cutting support and implementation workloads and enabling customers to manage large volumes on their own.
- **Uncovered key enterprise pain points** through deep discovery with IT teams, recruiters, and admins, shaping the roadmap for Sync, provisioning, and hiring workflows.
- **Strengthened cross-functional alignment** by working with professional services, implementation, customer success, and support to integrate real-time feedback into product updates.
- **Advanced Lever's upmarket expansion** by shipping enterprise-ready features that improved hiring workflow efficiency, reduced errors, and increased customer satisfaction.

[SENDOSO](#), San Francisco, CA

2021

(PLG digital and physical gifting platform helping businesses boost engagement and growth.)

Senior Product Manager, Core Platform & eGift Global Expansion

Owned strategy, partnerships, and internal tooling for Sendoso's eGift platform. Drove catalog expansion, platform security, operational efficiency, and revenue-aligned feature development that strengthened Sendoso's marketplace ecosystem.

- **Expanded the eGift catalog by 23% in the U.S. and 67% internationally**, onboarding new partners and integrating Square as a key vendor to support global growth.

- **Increased platform security** by implementing two-factor authentication and AI-driven fraud detection, reducing bot-driven attacks and strengthening customer trust.
- **Enabled new revenue opportunities** through feature tiering and plan-limit enforcement, increasing upgrade incentives and driving platform adoption.
- **Streamlined eGift deactivation, refunds, and swaps**, reducing engineering reliance and speeding customer support resolutions.
- **Aligned platform strategy with marketplace goals**, partnering with the Head of Product to ensure scalable architecture and consistent growth across global markets.

ROCKET LAWYER, San Francisco, CA

4/2018 – 1/2021

(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 market expansion, funnel optimization, and new revenue channels for one of Rocket Lawyer's highest-impact product areas.

- **Created and launched co-branded partner sites reaching 11.5M users**, expanding Rocket Lawyer's presence in Europe and enabling configurable authentication, pricing, feature gating, and theming for new enterprise partnerships.
- **Increased mobile gross conversions by 5%** through targeted A/B testing and UX improvements for the Legal Document product line, which accounted for 90% of U.S. revenue.
- **Improved eSign start rates by 13%** by integrating Legal Documents with RocketSign, replacing a legacy experience with a more reliable, user-friendly workflow.
- **Achieved record-high conversion rates** by building custom analytics tools that linked site performance to user behavior, directly informing optimizations to site speed and checkout.
- **Strengthened alignment across teams** by partnering with design, engineering, marketing, leadership, and enterprise stakeholders to shape product direction through workshops and planning sessions.
- **Supported long-term business growth** through initiatives that drove market expansion, improved funnel efficiency, and diversified revenue streams.

ORACLE, San Francisco, CA

4/2013 – 1/2018

(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, driving platform innovation, and expanding the Social Suite's global reach through new integrations and large-scale feature delivery.

- **Doubled Oracle Social Cloud's network coverage** by integrating LinkedIn, Instagram, Sina Weibo, and Tumblr, addressing top customer requests and strengthening platform competitiveness.
- **Launched a full product overhaul** with 32 new features in 12 months driven by beta testing, customer feedback, and UX improvements.
- **Internationalized the platform across 30+ languages**, improving usability and customer reach in EMEA and APAC regions.
- **Led successful go-to-market rollouts** by partnering with Customer Success, Marketing, and Sales to ensure alignment, adoption, and strong market penetration.

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, Linear, Pivotal, Airtable, Figma, Full Story, Google Analytics, Mixpanel, Amplitude, Looker, Tableau, Metabase, Optimizely, Zendesk, SurveyMonkey, ProductBoard, ProductPlan, Split.io

CERTIFICATIONS

Product-led Certification, Pendo (2023)

Introduction to Generative AI, Google (2023)

Certified Scrum Product Owner (CSPO), Scrum Alliance (2013)

Product-Led Growth Fundamentals, ProductLed (2023)

AI for Product Management, Pendo (2023)

Product Analytics Certification, Pendo (2023)

Certified ScrumMaster (CSM), Scrum Alliance (2013)

Certified Management Consultant (CMC), Institute of Management Consultants USA (2010)

EDUCATION

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