KEVIN MIDDLETON

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SENIOR PRODUCT MANAGER

Full-Stack Product Manager based in New York City with a strong focus on cross-functional leadership. I specialize in managing the full product lifecycle—from strategy to hands-on execution—while fostering teamwork to solve complex problems and deliver impactful products. Comfortable working in-office or remotely, I thrive in environments where collaboration drives success.

PROFESSIONAL EXPERIENCE

HVAC.COM (acquired by Trane Technologies May 2024), Charlotte, NC   2024 - Present
(Your trusted source for fair, transparent HVAC solutions and guidance.)

Senior Product Manager, Growth

Drive development of lead generation tools that boost conversions to HVAC.com's paid services. Collaborating closely with marketing, engineering, and design teams, I lead efforts that increase homeowner engagement and deliver measurable results:

- **Calculators**: Built and launched a suite of calculators, increasing the conversion rate to our paid product from a **0.1%** baseline to **7.3%**.
- **QuoteScore**, a tool that helps homeowners understand their HVAC quotes, converts to our paid offering at a **6% rate**.
- **Video Content**: Homeowners who engage with video content convert to paid products at a **3.4% rate**.
- **Landing Pages**: Optimized landing pages, achieving a **2.3% conversion rate** to paid products.

LEVER (acquired by Employ July 2022), San Francisco, CA   2021 - 2023
(ATS/CRM platform for comprehensive talent acquisition.)

Senior Product Manager, HRIS Sync Lead

Created and drove the HRIS Sync product area from inception to launch, developing key API endpoints to synchronize Human Resources Information Systems (HRIS) and Lever. Launched features that improved user profiles and enabled **org chart aware proxy approval** for requisitions, postings, and offers.

- **HRIS Sync Creation & Launch:** Created and drove the HRIS Sync product area and 7-member team. Achieved a **37% product engagement rate** in the first quarter and drove improvements in **Time to Hire** and **Time to Fill** metrics.
- **End-to-End Product Discovery:** Conducted extensive user research and quantitative/qualitative analysis to capture and prioritize customer feedback, ensuring product innovations aligned with company objectives.
- **Bulk Candidate Importer:** a self-serve drag-and-drop interface for bulk candidate importing, reducing upload times from **days to minutes**, freeing up support and implementation teams, and improving user experience.
- **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.

SENDOSO, San Francisco, CA   2021
(PLG digital and physical gifting platform boosting conversion rates and revenue.)

Senior Product Manager, Core Platform & eGift Global Expansion

Championed the global expansion of **Sendoso's eGift platform**, driving strategic partnerships and market entry initiatives to increase international and domestic growth. Delivered key features and improvements that enhanced security, performance, and customer satisfaction:

- **eGift Platform Expansion:** Drove **23% U.S.** and **67% international growth** by strengthening existing vendor relationships and strategic eGift platform improvements, significantly expanding reach.
- **Square Partnership:** Partnered with **Square** to enable local eGifting in the **U.S., Canada, Australia, and the U.K.**.
- **Fraud Prevention:** Prevented fraud worth **hundreds of thousands of dollars** by implementing two-factor authentication and **AI-driven fraud detection**, improving platform security and customer trust.
- **Platform Revenue Drivers:** Launched feature tiering capability and user onboarding improvements, contributing to revenue growth and improved customer experience.
- **Operational Efficiency:** Enhanced internal tools to simplify eGift deactivation and refund processes, enabling Support to resolve issues without Engineering intervention, leading to **faster issue resolution**.

ROCKET LAWYER, San Francisco, CA   2018 - 2021
(eCommerce company that provides individuals and small to medium-sized businesses with online legal services.)

Senior Product Manager, Core Product & Platform

Developed and executed product strategies for Rocket Lawyer's Platform and Legal Documentation teams, driving innovation and growth. Collaborated closely with cross-functional teams and C-suite leadership to create and guide initiatives, develop and maintain product roadmaps.

- **Revenue Growth:** Increased mobile gross conversions by **5%**, driving revenue growth in the legal document product line, which contributes **90% of U.S. revenue**, through targeted A/B testing and strategic UX enhancements.

- **Product Integration:** Boosted eSign start rates by **13%** through the strategic integration of Legal Documents with RocketSign.
- **Data Instrumentation:** Achieved **record-breaking conversion rates** by developing custom analytics tools to link platform performance with conversion metrics, coupled with strategic enhancements to the checkout process.
- **Strategic Planning:** Collaborated with cross-functional teams and C-suite leadership to define and maintain product roadmaps, ensuring alignment with company objectives and customer needs.

[ORACLE](#), San Francisco, CA   2013 - 2018
(A cloud technology company that provides organizations computing infrastructure and software.)
Senior Product Manager, Engage, Integrations, & Social Network Expansion (2016 to 2018)
Promoted to lead Oracle Social Cloud's Engage product, managing cross-functional and international teams, including two scrum teams and three UX/UI designers. Focused on driving platform innovation, enhancing customer applications, and facilitating seamless external partner integrations:
- **Social Network Expansion**: **Doubled network coverage** for Oracle Social Cloud's suite of apps by integrating **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 customer feedback and beta testing.
- **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 Strategy**: Successfully executed comprehensive product rollouts by coordinating with Customer Success, Marketing, and Sales teams, ensuring effective market penetration and alignment with strategic business goals.

[CACI INTERNATIONAL](#), Arlington, VA   2007 - 2013
(Expertise and technology for government transformation in defense, intelligence, and civilian sectors.)
Product Specialist and User Advocate
- **Government Financial Transformation**: Directed User Acceptance Testing (UAT) for large-scale financial system upgrades, impacting projects with budgets up to **$200M**, achieved through strategic coordination with government agencies and internal teams.
- **Team Leadership**: Led a **10-person team** to resolve tier 2 issues post-upgrade, improving customer satisfaction and operational efficiency. Collaborated with **change management** and **training teams**, while conducting **trend analysis** to address recurring issues.

[CGI FEDERAL](#), Lebanon, VA   2006 - 2007
(Providing IT solutions for U.S. federal agencies to modernize financial systems and enhance operational efficiency.)
Software Engineer & QA Automation
- **Engineer Role Transition**: Transitioned from **C++ development** to **QA & Automation**, applying expertise to testing processes.
- **Comprehensive System Testing**: Led comprehensive system testing across **defect, build, release, and platform** testing to ensure product reliability and performance.
- **Subject Matter Expertise**: Subject matter expert in acquisitions, vendors, fixed assets, and general systems.

SKILLS

- **Strategic**: Product Strategy, Product Roadmap & Vision, Competitive Analysis, eCommerce & Marketplace Strategy, B2B, Customer Success
  Management: Cross-Functional Leadership, Stakeholder Management, Team Building, Mentorship, Agile (Scrum, Kanban)
- **Analytical & Research**: Data-Driven, User-Centric Design, A/B Testing, Customer Research, User Research, Continuous Improvement
  Technical: AI, LLM, SQL, API Development, Integration, Test-Driven Development (TDD), Behavior-Driven Development (BDD)
- **Tools**: Jira, Confluence, Trello, Slack, Github, Pivotal Tracker, Airtable, InVision, Figma, Full Story, Google Analytics, Mixpanel, Amplitude, Looker, Tableau, Metabase, LaunchDarkly, 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 Certification, 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)