

# KEVIN MIDDLETON

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

Product leader with 12+ years shipping across consumer, enterprise, and platform SaaS. I drive measurable outcomes, build scalable systems, and lead through collaboration. Data-driven, user-focused, and effective in-office or remote.

## PROFESSIONAL EXPERIENCE

**GRIDSTRONG.AI**, New York, NY

SEP 2024 – NOV 2025

(SaaS platform for energy compliance and grid reliability.)

### Director of Product Management (initially Product Advisor)

Led product strategy, engineering, and design for GridStrong. Began as a part-time advisor (nights/weekends) while at HVAC.com, securing early traction, building prototypes, and helping secure a \$1.4M DOE grant. Joined full-time in June 2025 after seed funding closed.

- **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 subject matter expert 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

FEB 2024 – JUN 2025

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

### Senior Product Manager, HVAC.com and Branded Sites

Owned product strategy, UX, and growth for [HVAC.com](#), a homeowner platform with ~2M annual visits. Led the full funnel from awareness to dealer handoff, improving engagement and lead quality while shaping Trane's broader strategy.

- **Drove 50x conversion lift** 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

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 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% Q1 engagement**, enabling org chart-aware approvals, automated user provisioning, and SCIM-based sync for enterprise customers.
- **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

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 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.

- **Doubled active eGift coverage** from 800 to 1,600 options across 47 countries. Landed Square as a strategic partner, enabling personalized small business gifting in 4 major markets (U.S., Canada, Australia, and U.K.).
- **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.
- **eGifts represented over half of all sends** through the platform in 2021.

**ROCKET LAWYER**, San Francisco, CA  
 (Online legal services platform providing affordable access to individuals and businesses.)

APR 2018 – JAN 2021

#### Senior Product Manager, Core Product & Platform

Owned 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  
 (Global cloud technology company enabling organizations to scale with enterprise cloud and software solutions.)

APR 2013 – JAN 2018

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

Promoted to lead Oracle Social Cloud's Engage product, managing two agile teams and collaborating with three UX designers across Austin, Atlanta, and India to ship a major platform overhaul.

- **Doubled network coverage** by integrating LinkedIn, Instagram, Sina Weibo, and Tumblr, addressing top customer requests and strengthening platform competitiveness.
- **Launched a full product overhaul**, shipping 36 features in 12 months through structured beta testing, war room coordination across time zones, and continuous customer feedback.
- **Internationalized the platform across 30+ languages**, expanding reach in EMEA and APAC.
- **Led 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)	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)