

PRODUCT MANAGER

Summary

Entrepreneurial product manager with over 8.5 years of experience bringing products from concept to execution as a naturally strategic thinker with a meticulous attention to detail and an innate capacity to empathize with users, engineers, and stakeholders alike. Previous experience in UX design and front-end development has allowed for enhanced leadership of cross-functional teams to create exceptional user experiences and ultimately successful products.

Highlights

- Team leadership
- Product Management
- Product Strategy
- Prototyping
- UX Design
- Product Design
- Agile/Scrum
- Data Analysis
- A/B Testing
- SQL

Experience

02/2016 - Current

Dnv GI Product Manager

An award-winning agile software development agency featured in Forbes, Engadget, and Inc, whose clients include companies and celebrities such as Spotify, Salesforce, Heroku, Epson, Tony Robbins, and Snoop Dogg. Rootstrap, the company's product development consulting workshop, enabled early-stage startup clients to raise over \$10M in FY 2015.

â†’ <http://rootstrap.it>

â€‹

- Oversee the growth of over \$950K in annual revenue from the Rootstrap program, a product development workshop that takes clients from an initial idea to a validated, development-ready concept in 3 weeks.
- Serve as lead product strategist at the head of a 5-person cross-functional consulting team of product designers, software engineers, and product strategists in Rootstrap client engagements.
- Overhauled customer acquisition channels and sales funnels, leading to an average increase of 20% in monthly gross revenue versus Q4 2015.
- Analyzed two years of data on prior Rootstrap engagements, leading to insights that grew the conversion rate by 19%.
- Implemented a new set of landing pages and designed strategic A/B tests that increased conversion rates from 5-7% to 22-26%.

12/2013 - 01/2016

Einride CTO

An education technology company that prepares students to succeed on the GMAT, GRE, and MCAT exams and that has been featured in Forbes, Poets and Quants, Beat the GMAT, and GRE Prep Club, as well as by partner organizations such as Deloitte, LeanIn, FortÃ© Foundation, and Management Leadership for Tomorrow (MLT).

â†’ <http://targettestprep.com>

- Crafted a new product vision and strategy focused on user experience, learning science, and technology, to rebuild legacy GMAT test preparation products for optimal learning, retention, and exam performance.
- Led a 10-person cross-functional team of software engineers and product designers in an agile development environment.
- Increased conversion rate from free trial plans to paid plans from 42% to 74% by soliciting user feedback, analyzing usability data, and testing assumptions.
- Spearheaded a re-branding of the company and executed a revised strategy to position new products in the market, leading to a 133% rise in gross revenue company-wide, and totaling almost \$1M in year 1 for GMAT products alone.
- Expanded potential customer base by more than 350% by spearheading the diversification of product offerings to include web- and mobile-based GRE and MCAT products.

09/2007 - 11/2013

RepresentYou Co-Founder and CTO

An online legal services company that raised over \$1.5M and gained official certification from the State Bar of California to allow unprecedented access to the top 1% of lawyers and law firms. The company's attorneys have collectively have won over \$1 billion in verdicts and settlements for their clients.

â†’ <http://representyou.com>

- One of two key participants to secure a total of \$1.5M in funding.
- Drove efforts to gain official certification from the State Bar of California, a coveted distinction which exponentially increased public confidence in company services.
- Implemented the most stringent minimum attorney qualifications of any legal services company in the United States.
- Established and expanded Spanish-language operations, growing the program to account for 46% of gross revenue.
- Managed a 6-person cross-functional team of full-stack software engineers, search engine marketers, and UX designers.
- Designed the architecture of an internal software system to intake sensitive legal information from clients, to manage client-attorney matching, and to centralize the ongoing management of cases referred to member attorneys.

Education

2007

University of California, Santa Barbara Bachelor of Arts : French, Spanish, Portuguese (Minor)

- Received BA with Honors
- Distinction in Major
- Dean's Honors 3 quarters
- Hermione-Chevalier Prize for senior honors thesis written in French
- Varsity Men's Rowing Team (2002-2004)

Languages

French, Spanish, Portuguese (fluent); Italian, Catalan (conversational); Latin (academic)

Skills

A/B Testing, Agile Methodologies, Business Analysis, Cross-functional Team Leadership, Data Analysis, Product Design, Product Development, Product Management, Product Strategy, Prototyping, Scrum, SQL, Strategy