Mike Mayer

Product Manager with Full Stack, Mobile & DevOps Engineering Experience

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Outcome-driven and metrics-oriented product manager with full stack technical fluency and strong web, mobile and B2B product experience. Competent in running smooth cross-functional 'Idea -> Ship' workflows to build product which delight customers and maximizes value. Over 14 years of business experience – with 9 years of management consulting and 5 years in software.

Adept at juggling agile, mid-term and long-range product efforts which combine to improve a team's focus, alignment and velocity. Evangelist for applying lean tactics (Build, Test, Learn) and tight user / customer feedback loops captured through product analytics to guide decisions. Comfortable with a wide range of product related responsibilities, including feature and initiative roadmaps, customer development, analytics initiatives and CI / CD efforts and product marketing responsibilities.

Skills & Expertise

- Feature/Initiative Roadmapping
- Sprint and Release Planning
- Leading Standups & Retrospectives
- Stakeholder Collaboration
- Craft.io, Jira, Pivotal, Aha.io
- KPI and Metrics Modeling

- Build, Measure, Learn Tactics
- A/B, Segment & Lean Strategies
- Funnel, Cohort & Other Analytics
- Customer Development Work
- User Testing, Sketch App, Mockups
- CI/CD Process Design, Dev & Tools

- AWS, Kubernetes, Micro-Services
- Rails, Ruby, Java, Angular, React
- API-First using API lifecycle tools
- iOS, Android and React Native
- Fastlane, Codeship, Jenkins
- Intercom/Zendesk/Hubspot APIs

- Acquisition / activation features
- Retention and sales flows
- Marketing automation APIs
- Intercom / Drift integration
- Creating customer success funnels
- Gainsight / Totango triggers

Professional Experience

See portfolio for work product samples.

BLUELINE GRID | Bethesda, MD and Los Angeles, CA (current) 2016 – Present, Product & Growth Lead | *Exit Pending*
Improved time-to-market by taking team from quarterly release process to bi-weekly sprint / releases using lean tactics, product analytics and CI/CD processes. Introduced initiative / feature roadmapping facilitating cross-functional product effort, migrating 12-person engineering / QA team to better align group's effort and transform team culture. Decomposed user journey to methodically improve core acquisition, activation, retention and revenue user flows across mobile and web applications. Introduced using both qualitative and analytic feedback loops. Improved user acquisition by 500% through improving onboarding flow growing weekly activation and retention metrics. Worked with existing and potential customers and users in coordination with CEO/Co-Founder and sales and success teams.

FREELANCE CONSULTANT | New York, NY 2015 – 2017
Multiple clients, including: ApexConnect (internal product features for sales & client success); Citizen Supported (customer development, and rapid prototyping that drove a strategic change and led to their acquisition); and Ecommerce Startup (External and Internal Product: UX/UI services; designed and implemented UI for Ecommerce, Logistics and Sales workflows); and Burkman Bros, Ecommerce (UX/UI services; designed and implemented UI, including HTML, CSS and javascript work).

MEELO LOGIC | New York, NY 2013 – 2015 | *No Exit*
Established product roadmap and implemented regular agile sprint planning process and bi-weekly releases. Cleaned out bug backlog and tightened feedback loop to include user data in ongoing product management. Remedied quality issues through a triage workflow constantly re-prioritizing bugs and usability issues against net new work. Managed over a dozen customer and backend product initiatives, including reducing infrastructure burn by 75% through migrating to Docker on AWS EC2.

> GA Learning from the failure of my first startup experience, I completed an intensive study in software development and analytics GA

INDUSTRY GRAPH | New York, NY 2012 – 2013, Co-Founder & CEO | *Exited*
Succeeded in building boutique consulting business solving online technology and project management challenges for clients ranging from MMC to Everytown for Gun Safety, #FAILED to reach product-market fit with B2B web app.

> Career pivot from Fortune 500 corporate strategy / M&A to web startups

MARSH & MCLENNAN | New York, NY 2007 – 2012, Corporate In-house M&A / Strategy Manager
FISCHER JORDAN | New York, NY 2004 – 2007, Senior Consultant, (2004); Associate (2005-2007)
DELOITTE CONSULTING | Seattle, WA 2002 – 2004, Analyst

Education

Lean Analytics & Product Management |General Assembly GA | New York, NY 2014
Web Development Intensive, Full Stack Development |General Assembly GA| New York, NY 2013
Bachelor's Degree, Politics |Whitman College| Walla Walla, WA 2003