Mike Mayer

Product Manager with Full Stack, Mobile & DevOps Management and Engineering Experience

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Senior data-driven product manager with strong technical leadership experience -- with full stack, mobile and cross-platform engineering fluency. Competent in running smooth cross-functional 'Idea -> Ship' workflows to build products which delight customers, drive value and contribute to the world.

Over 14 years of business experience – with 7 years of management consulting and 7 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), tight user / customer feedback loops captured and heavily utilize 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/Mgmt
- 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

- Growth acquisition features
- Activation and retention flows
- Marketing automation APIs
- Intercom / Drift integration
- Customer success funnels
- Gainsight / Totango triggers

Professional Experience

See portfolio for work product samples.

BLUELINE GRID | Los Angeles, CA 2016 – Present, Product, Technology & Growth Lead | *Exit Pending*

- Improved time-to-market by taking team from quarterly release process to bi-weekly sprint by building CI/CD processes
- Worked with UX and marketing team to achieve iterative improvements using lean tactics, product analytics and A/B testing. Introduced both qualitative and analytic feedback loops.
- Developed mid-term initiative / feature roadmapping facilitating a cross-functional product effort and migrating our 16-person design, engineering and QA teams to better align group's effort and transform team culture.
- Decomposed user journey to methodically improve core acquisition, activation, retention and revenue flows across mobile and web.
- Improved user acquisition by 500% through improving onboarding flow growing weekly activation and retention metrics.
- Worked with existing and potential customers / users in coordination with CEO/Co-Founder and sales and success teams.

FREELANCE PRODUCT, TECHNOLOGY AND GROWTH CONSULTANT | New York, NY 2015 – 2016

- Ecommerce Startup (External and Internal Product: UX/UI services; designed and implemented UI for Ecommerce, Logistics/Sales);
- Burkman Bros, Ecommerce (UX/UI services; designed and implemented UI, including HTML, CSS and Javascript work);
- 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).

MEELO LOGIC | New York, NY 2013 – 2015, Product Manager

- Established product roadmap and implemented regular agile sprint planning process and bi-weekly releases
- Remedied quality issues through a triage workflow constantly re-prioritizing bugs and usability issues against net new work.
- Managed over a dozen frontend & backend product initiatives, including reducing infrastructure burn by 75% by migrating to Docker.

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 technology and 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