NICK LASHINSKY

Product Manager - Startup Growth and Analytics

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Profile

Growth analytics focused product manager obsessed with productizing the highest quality experiences for customers. Technical by nature, I studied physics, EE, data science, & product management. Most of my professional experience focuses on optimizing customer acquisition funnels at startups through analytics, customer development, product management, sales/business-development, marketing, and all things related to moving the needle on the highest priority KPIs.

Experience

Director, Business Development, Citus Data - San Francisco — Nov '14 - Jun '15
-First business hire at startup building distributed PostgreSQL for real-time analytics
-Engaged deeply with customers to distill and incorporate needs into project goals and product
-Discovered massive bottlenecks in user flow funnel: page views —> downloads

Independent Analytics Consultant - San Francisco — Jan '15 - Present
-Set up analytics infrastructure; training team on KPI analysis using SQL, data visualization, reporting

Director, Business Development, Keen IO- San Francisco — July '13 - Jul '14
-First business person hired at analytics startup; grew from $ 45K ARR to $ 1.5M ARR in 12 months
-Created weekly/monthly analytics reports to identify cohorts and optimize user acquisition funnel
-On-boarded new customers through data science consulting using Keen IO APIs
-Wrote logistic regression classifier in python to score and rank leads for sales team – it worked!

VP, General Manager, Pioneer Energy Capital - New York — July '12 - July '13
-Customer development, market research and financial modeling for new portfolio company

National Accounts, SmartWatt Energy - New York, NY— July '10 - July '12
-Managed "special projects" sales and implementation team spread across nationwide geography
-Compiled, analyzed electric utility data to prioritize sales opportunities

General Manager, SmartWatt Energy - New York, NY — July '10 - July '12
-Working alongside CEO, I was thrown into sales + general management, I learned how to organically build a $3M ARR business profit center in 1 year, starting with very little.
-Financial modeling, hiring, training, supporting sales force of 5 + 3 person admin team

Energy Engineer, ConEdison Solutions - New York, NY — April '09 - July '10
-Built engineering and financial calculations for implementing proposed energy conservation measures

Education

Columbia University — MS, Electrical Engineering - New York, NY - May 2010
General Assembly - Data Science - San Francisco, CA - May 2014
State University of New York at Albany — BS, Physics - Albany, NY - May 2006

Skills

Enlarging and optimizing customer acquisition through analytics, research, and action; finding growth opportunities and relieving user on-boarding bottlenecks; data manipulation and visualization; SQL; RedShift; Mixpanel; KeenIO; Machine learning: logistic regression, KNN; JavaScript; Ruby on Rails; Heroku; Python; event driven programming; building custom dashboards; reporting; agile development; collaborating with product and business teams to deliver projects on-time.