

Micah Evans

(He / Him) | micah.evans@pm.me | 214.457.0824 | Denver, CO 80211 | [LinkedIn](#) | [GitHub](#) | [Website](#)

PROFILE

Senior product and technology leader with 15 years of experience across Fintech, eCommerce, B2B SaaS, Market Research, and Telecom, responsible for delivering products generating \$100M+ of revenue within startups through enterprise orgs. Expert at creating product roadmaps and go to market strategies that take products from conception to launch, balancing proven experience with a growth and curiosity focused mindset. 8 years of experience building high-performing product and globally distributed teams of up to 60 members, leading multi-level organizations through servant leadership.

Career Highlights:

- **3x experiences building high-performing product teams** and leading organization wide transformations to product-driven approaches to strategy, customer-centric research, roadmaps, prioritization, and **metrics/OKRs**
- Built and executed strategy to address declining trends in subscribers and profitability in core business at CREDO, achieving **subscriber growth** while improving margin per customer by **more than 20%** (\$10M EBITDA impact)
- **0 to 1** for renewable energy focused CREDO Energy, with successful launch into **19 markets** within 12 months
- Delivered 'Joint Venture' product feature set at ClickBank for entrepreneurs, contributing **\$25M in ARR**

EXPERIENCE

Vice President of Product, Atlas Primary

2022 – 2023

Senior leadership for Atlas Primary, a mission-driven startup in the medical market research industry. Responsibilities included defining product strategy, building a technical delivery team, and transitioning product development in-house.

- Hired and onboarded 6 product and engineering team members while leading successful knowledge transfer from external consultancies to internal teams without disruption
- Created strategic roadmap focused on innovation through medical foundation engagement, completing discovery and business case targeted to deliver a 300% ROI within 18 months

Vice President of Product and Software Engineering, CREDO Mobile

2017 – 2021

Product and technology leadership for CREDO Mobile, an SF Bay area mission-driven mobile phone company. Built top-tier product and technical teams, developed strategic roadmap and spearheaded technical innovation. Owned strategic relationships with key partners including Verizon, T-Mobile, Apple, Samsung, and Google. Core member of M&A team leading to company acquisition in 2021.

- Led Product, UX/UI, Software Engineering, Data, IT, Carrier, and Operations teams; scaled department to 60 members with responsibility for \$12 million in budget and generation of \$100M in annual revenue
- Hired, onboarded, and led a product org of 6 (Product Managers, UX/UI Designers) responsible for 100% of roadmap definition and delivery
- Introduced and led company-wide product planning and roadmapping, creating alignment around strategic priorities to deliver growth, achieved a 100%+ increase in technical velocity, accelerating from 4 to 10 major releases per year
- Launch of 5G service, beating competitors to market and achieving 50% new customer adoption rate within 30 days
- Increased end to end sales conversion by 20% through new eCommerce experience on Adobe Commerce and launch of proprietary Machine Learning driven Customer Data Platform solution

Director of Product Management, ClickBank

2014 – 2017

Led product management and product marketing at ClickBank, a leading global eCommerce retailer, performance marketing platform and marketplace providing end-to-end commerce solutions for product creators, marketers, and entrepreneurs.

- Managed product strategy and execution for marketplace and eCommerce platform, crafting and delivering against an aggressive roadmap that enabled the company to reach \$500M in annual revenue
- Executed product led growth strategies increasing new creator acquisition by 15%, while expanding marketplace and improving buyer conversion through funnel optimization, delivering 10% YoY growth in annual revenue
- Led strategy for expansion of payments, successfully launched Stripe as processor and activated international alternative payment support for Boletto, Alipay, and WorldPay, delivering 1,000 new sales per month after launch
- Built high performing product organization with leadership of product management, product marketing, and PMO, with a focus on providing team members with opportunities for growth and advancement

Technical Product Manager, Cachematrix

2011 – 2014

Responsible for product strategy, client management, and project delivery for Cachematrix, an innovative fintech SaaS firm providing solutions for cash management and liquidity to many of the world's largest financial institutions.

- Led product delivery of trading platform solutions for top banking institutions including Bank of America, Fifth Third Bank, and more, responsible for \$5M in annual revenue
- Delivered roadmap for greenfield technical products, including an integration platform solution that provided asset management firms with real-time visibility into more than \$1T of daily mutual fund money flows

Product Manager, IHS Markit

2010 – 2011

Led product development for sophisticated integrated and data intensive financial solutions for IHS Markit, a fintech company that designs and develops custom websites, reports, data and tools for the financial industry.

- Responsible for leading cross-functional teams of 20 team members to create industry-leading financial research websites, apps and data solutions for web, embedded (desktop) apps, iOS, Android, and Blackberry
- Grew annual revenue by 30% from a portfolio of international banking clients including Scotiabank, TD Waterhouse, and Goldman Sachs, through upsells of additional innovative and high-value financial products and services

Product Manager, Research Now

2007 – 2010

First product manager for Research Now, the global leader in market research online sampling and data collection.

Responsible for platform product and feature delivery, cross-functional team leadership, and business process definition.

- Product managed strategic quote-to-cash integrated Salesforce, Savvion BPM, and PeopleSoft solution, unlocking an aggressive international expansion into European and Asian markets, delivering double digit revenue growth
- Achieved 40% productivity improvement and \$1.2M in annual operational savings through launch of an innovative Adobe Flex based data query and reporting application

SKILLS

Product Management: Vision and Strategy, New Product Ideation and Innovation, Product Market Fit, 0-1 Delivery, Product Marketing, Roadmaps, Prioritization, Product Requirements, Product Sense, Quantitative and Qualitative Research, Cross-functional leadership, Technical and Non-Technical communication, Setting KPIs and OKRs

Leadership: Coaching and mentoring, Digital transformations, Pricing, P&L, Enterprise Planning, Sales Enablement, Partner Management, Effective Communication, Compliance and Regulatory, Due Diligence, M&A

Technical: Systems Architecture, Cloud Infrastructure, SDLC, Agile/Scrum/Kanban, SaaS/PaaS/DaaS, APIs, Integrations, Collaboration and Workflow (Atlassian Suite, Notion, Miro, Whimsical), Product Analytics (SQL, Google Analytics, Mode)

EDUCATION AND CERTIFICATIONS

MBA, Strategic Management and MA, International Management Studies: *University of Texas at Dallas*

BBA, Management: *Pittsburg State University*

Pragmatic Certified Product Manager (PMC-V): *Pragmatic Institute*

Certified ScrumMaster (CSM): *ScrumAlliance*

AWS Certified Cloud Practitioner (CLF-C01): *Amazon Web Services*

Intro to Artificial Intelligence: *Udacity*

INTERESTS

Product Mentor, ADPList (2022 – Present): Provide 4 to 8 mentoring sessions per month for a global audience of early and mid-career stage mentees, covering topics including product management, technology, work culture, and career coaching

Volunteer and Foster, Western Border Collie Rescue (2015 – Present): Perform fostering, home visits, evaluations, and general support to ensure that rescued dogs can be rehabilitated and placed into forever homes

Economic Development Volunteer, US Peace Corps to Ukraine (2003 – 2005): Completed service as an economic development volunteer in Crimea, Ukraine. Responsibilities included cultural assimilation and technical skills transfer

Activities and Interests: Backcountry, downhill and X-country skiing, skijoring, mountain biking, trail running, hiking, dog training, experiential travel, cooking, reading, community engagement