Bruce Alderson

White Rock, BC | 1.604.807.8812 | bruce.alderson@gmail.com | linkedin.com/in/bruce-alderson | brucealderson.ca

Senior Product Manager

Dynamic Leader with 25 Years of Expertise in Product Development, Operations, & Business-driven Data Analysis

Highly versatile and experienced senior product manager offering expertise in the full product management lifecycle, high-level strategic planning, and user experience. Proven track-record of developing and managing successful products worth up to $1b ARR aligned to strategic objectives with a focus on data-driven analysis, continuous process improvements, and measurable deliverables. Deep technical expertise combined with an understanding of the importance of highly effective project management, end user satisfaction, and stakeholder management. Collaborative team leader continually focused on building relationships to produce highly effective teams, increasing productivity, and improving outcomes. Individual dedicated to self-reflection and personal improvement who consistently exceeds performance metrics.

CORE COMPETENCIES

◆ Product Management	◆ User Experience	◆ Cloud Integration
◆ Strategic Planning	◆ Data & Analytics	◆ Cross-functional Leadership
◆ ML & AI Technology	◆ Product Development	◆ Risk Mitigation
◆ Operational Processes	◆ Software Architecture	◆ Agile Processes

PROFESSIONAL EXPERIENCE

Intuit Mailchimp   *2022 - Present*

Staff Product Manager (2024 – Present)

- Oversaw a team of 25 staff to manage a portfolio of products worth $1B ARR creating product roadmaps and strategic plans and implementing improvements to achieve 99% system uptime while increasing customer retention to 80%.

- Served as the product lead for a machine learning service worth $300B, classifying over 100M datapoints in one week of public API endpoint data, enabling the creation of customized ecommerce workflows for customers.

- Implemented a modernization initiative to improve operational excellence for all 265 public APIs, exceeding 99.99% uptime, lowering failure rates by 35% and reducing the median request time by 40% (from 1200ms to 500ms).

- Introduced new infrastructure to increase data coverage for eCommerce customers by 50% (from 45% to 95%), enabling the support of event-based data and 7 new types of eCommerce and business patterns.

- Streamlined product installation, simplifying the signup flow and optimizing the authentication process to create a 30% improvement in installation success for all core integrations and increase partner sync times by 600%.

Senior Product Manager (2022 – 2024)

- Led a team of 20 staff to manage a portfolio of 265 public APIs and infrastructure products, developing strategic plans and product roadmaps to ensure teams met 100% of KPI targets.

- Managed the public platforms team through a $12B acquisition, spearheading the migration of infrastructure services from GCP to AWS within 2 years while ensuring the project was completed within budget.

- Served as an Integrations Product Director and Engineering Director, supervising 5 product managers, 75 product staff, and 50 engineering staff, ensuring continuity of services and projects.

Bruce Alderson

- Directed a special growth team, implementing … to achieve a 6% increase in onboarding success (from 8% to 14%) within 3 months, with an additional 14% growth the following year.

- Developed a product to classify public endpoint abuse and TOS violations, generating a product that reduced spurious and suspicious calls by 75% and improving performance for paid and trial customers by 60%.

- Modernized an email-only solution to include SMS based marketing tools, supporting expansion into a $13B global market, and oversaw a project to improve operational excellence, exceeding the target of 500ms medial call duration.

RSG Mailchimp   *2019 - 2022*
Senior Product Manager

- Managed the public API and infrastructure team of 20 staff to support 60 strategic partners and 300 independent partners, supporting over $900M in annual revenue for the organization.

- Oversaw the creation of the eCommerce engineering group, delivering a beta product within 1.5 years, and created a payments product within 6 months, supporting the organization's strategic goals.

- Spearheaded a project to upgrade 10-year-old infrastructure, implementing advanced analysis features to enable customers to measure ROI and improve the conversion to paid customers by 22% (from 58% to 80%).

LemonStand eCommerce   *2014 - 2019*
Chief Technology Officer

- Led a team of 12 product, engineering, and design staff for a startup, reducing operating costs by 90% (from $250k annually to $20k) and leading the team through a successful $20MM stock sale.

- Built new features for high-profile customers, including new sales tools and advanced trial features, supporting the growth of partners from hundreds of customers to over 10MM customers.

Napkin Design Services   *2006 - 2014*
Chief Technology Officer (2009 – 2014)

- Created customized media webpages for a portfolio of 166 customers, creating up to $20M in revenue and over 150MM page views for clients and improving positive feedback on webpages by 30% (from 65% to 95%).

Consultant (2006 – 2009)

TECHNICAL SKILLS

Java, C, C++, Assembly, PHP, JavaScript, ReactJS, AngularJS, Node.js, XML, RESTful Web Services, SQL, MySQL, Perl, C#, .NET,

Apache, AWS, GCP, Visual Studio,

EDUCATION

Bachelor of XXX – Computer Information Systems – *University College of the Fraser Valley*