

# Ryan LeClair

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## WORK EXPERIENCE

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### OfferUp

#### Product Operations

04/2022 – Present

- Worked cross-functionally between AM and PM orgs supporting 6,000 customers. Helped define quarterly roadmap, prioritize product backlog, and determine what to build while weighing **competing priorities**.
- **Communicated** VOC feedback to stakeholders that showed desire to integrate 3rd party CRM software. Wrote **product requirement doc** and **managed product** from concept to launch.
  - Sales team signed 80 enterprise customers within 90 days (~40 being previous customers), resulting in \$480k of yearly revenue.
- Conducted **user interviews** to identify the next Autos opportunity and uncovered the need to have actionable messages from our lead generation. Developed 'canned buyer messages' feature and ran an **A/B experiment** to validate findings.
  - Results: +3.8% unique user engagements, +4.5% phone calls, and +2.0% high intent buyers.
- Oversaw bug prioritization in **Jira** with developers, while bridging communication with AM team when fixes were deployed. Identified 'false advertising' bug and mitigated incident with engineering inside of 3 days.

#### Account Manager

06/2020 – 04/2022

- Responsible for retaining and upselling 200+ accounts with \$850k+ of annualized revenue. Maintained an average MoM revenue attainment of 2.7% (#3 in org, team average of 4.1%).
- **Analyzed data** in Tableau and identified a lack of customer engagement from AM team. Implemented QBR workflow after examining and weighing multiple options (decreased churn by .8%).
  - Launch: process requirements & documentation, individual team training, post-launch support.
- **Influenced key decision makers** to adopt a new customer referral program after data showed they are 60% more likely to be a long term (6+ month) customer.
  - Ran **A/B test** with AM org over 3 months, new \$100 bonus program boosted referrals by 30%.

### EagleView Technologies

#### Inside Sales (Enterprise)

03/2019 – 04/2020

- Sold SaaS services and business workflow solutions to Directors, VPs, and C-levels. Exceeded +25% YoY revenue growth month after month (with 100% attainment).
- **Launched new pricing** model for Insurance vertical after gathering customer feedback. Found overcomplexity and A/B tested a simplified pricing model with Product and Marketing.
  - Results showed a **4% increase** in online sales follow-through rate.
- Interviewed current customers and created **user stories** for an upcoming new product offering.

### Evergreen Sales Group

#### Regional Account Manager

01/2018 – 03/2019

- Represented Fortune 500 automotive vendors/manufacturers, collaborating with their national sales teams. Managed and generated a \$3.5 million sales volume in 2018 (8% increase from 2017).
- Provided sales and account management support for 50+ high volume accounts in PNW region (with a 100% contract renewal rate).
  - Executed contract negotiation with new customers, establishing 8 new accounts in 2018.

*Additional positions available on LinkedIn*

## EDUCATION

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### University of Washington

09/2022 – 07/2023

- Software Product Management

### Northwest University

08/2012 – 05/2016

- B.A. in Business Management