Sander Bell

Product Manager · Technical · Mobile & Web

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CORE COMPETENCIES

- **Product Strategy**: Roadmapping, Unit Economics (LTV/CAC), GTM Strategy, Agile/Scrum
- **User Empathy:** Psychology-Backed UX, User Research (JTBD), User Journey Analysis
- **Tech Stack**: React Native, TypeScript, AI Integration, Mobile Architecture
- **Growth**: A/B Testing, ASO, CRO
- **Team & Stakeholder Management:** Cross-Functional Alignment, RICE/MoSCoW Prioritization, Risk Mitigation, Tech ↔ Business Translation

PROFESSIONAL EXPERIENCE

Product Lead, Co-Founder

100K31D · *Dec 2024 — Present*

Leading strategy and technical execution for a productivity-tech studio

- **Strategic Leadership:** Created product roadmap, successfully launched two mobile products (*Esse*, *One at a Time*) 0 → 1.
- **Growth & Impact:** Achieved 10,000+ organic users and a 7% freemium conversion rate (vs industry avg 2%) by implementing A/B testing and psychology-backed onboarding flows.
- **Technical Execution:** Architected and implemented production-ready React Native apps.
- **Market Validation:** Validated PMF via low-cost MVP testing on Reddit, achieving a #1 subreddit ranking and establishing immediate feedback loops for rapid iteration.

Product Engineer (React/Next.js)

Ling App · *Dec 2023 — Nov 2025*

Functioning as the bridge between Product and Engineering for an app with 2M+ users (Ling-App.com)

- **Product Engineering:** Translated business requirements into feasible tech specs and vice versa, reducing dev rework by ~15%.
- **Feature Ownership:** Co-led scoping and delivery of 40+ major features, managing trade-offs between technical debt reduction and new user value.
- **Retention Optimization:** Proactively identified friction points in the user journey and implemented UI/UX fixes that directly improved session time and retention.

Product Consultant / Freelance Engineer

Remote · *May 2022 — Dec 2023*

Operating as a technical partner for clients, translating business requirements into MVPs and complete solutions

- **Stakeholder Management:** Partnered with clients to define MVP requirements and technical scope, translating loose business goals into actionable product roadmaps.
- **Rapid Prototyping:** Built and deployed web apps (So Many Characters, Should Today, etc.) using Vue.js and React, focusing on speed-to-market and core feature validation.
- **Product Growth:** Developed and launched a browser extension (Rewords), growing it to 1,000+ active users within months and earning a "Featured" badge on the Chrome Web Store.

Content Lead

Various Media & Editorial Teams · Feb 2008 — May 2022

- **Startup Operations:** Co-founded and managed independent news outlets, hired and led teams of 15+; managed agency relations and budgets.
- **Retention & Metrics:** Tracked session depth, reader retention, visitor growth. Adjusted content distribution strategy based on behavioral data.
- **Product Quality:** Enforced editorial standards and content QA pipelines, used user research to identify friction points and improve reader retention.

- **System Design:** Developed internal roadmaps and editorial policies to standardize team output and operations.

EDUCATION

Master's Degree, Psychology *L. S. Vygotsky Institute*
- **Specialization:** Applied psychology insights to digital product design, user behavior analysis, behavior change mechanics.

Google Project Management Course *Google (Coursera)*
- Comprehensive training in Agile, Scrum, risk management, and strategic alignment.

Google Analytics Certification (GA4) *Google*
- Advanced proficiency in user behavior tracking, funnel analysis, and conversion optimization.