Alex Ratner

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Product Leader with 10+ years turning emerging technologies into consumer products people love. Former founder and CS graduate with hands-on AI experience and a track record of scaling apps from 0-to-1.

EXPERIENCE

Fi   **Feb 2024 – Present**
Senior Product Manager   New York, NY
- Joined as founding PM, building product processes from scratch and leading 0-to-1 growth initiatives across acquisition and retention
- Led AI-powered initiatives integrating an LLM assistant into the mobile app to synthesize pet health data and answer natural language queries
- Architected and launched a new acquisition channel converting pet microchip registrations into member subscriptions, scaling from $0 to $5M ARR in under 12 months
- Led cross-functional efforts to optimize checkout flows, driving a 15% mix shift toward higher-LTV tiers and materially improving long-term retention
- Spearheaded the rebuilding of the user onboarding experience, resulting in a 20% increase in new user activation

CLEAR   **Feb 2023 – December 2023**
Senior Product Manager   New York, NY
- Owned the mobile roadmap for 15M+ members, driving a 25% increase in mobile MAUs by aligning execution to company OKRs
- Led a team of 8 iOS/Android engineers to ship flagship identity features, reducing friction in digital verification flows

BallerTV   **Nov 2020 – Feb 2023**
Senior Product Manager   New York, NY
- Drove 50% increase in MAUs by implementing behavioral analytics loops and personalized content notifications for high-intent users
- Optimized the subscription cancellation flow, materially improving retention rates for the monthly subscriber base
- Launched BallerTV's first mobile app and scaled it to 100,000+ users through iterative onboarding, notifications, and in-app engagement experiments

Paperstreet.vc (Techstars Blockchain '19)   **July 2018 – Nov 2020**
Co-Founder / Head of Product   New York, NY
- Built a two-sided marketplace streamlining crypto investor onboarding for $5M+ in crowdfunded investments
- Owned the product from concept to launch, securing $600,000 in seed funding through strong PMF and traction

Hawkeye Innovations   **March 2016 – July 2018**
Product Manager   New York, NY
- Managed computer vision and ML tracking products across 8 global sports leagues, driving adoption and growth

Rally (LAUNCH Finalist '15)   **Nov 2014 – March 2016**
Co-Founder / CEO   New York, NY
- Founded a social networking app that scaled to 250,000+ users, managing user acquisition and growth mechanics

S&P Capital IQ   **May 2014 – Feb 2015**
Database Engineer   New York, NY
- Designed and executed SQL data audits that identified schema inconsistencies affecting analytics pipelines

EDUCATION

B.S. Computer Science, Lehigh University   **May 2014**

SKILLS

- AI/LLM Prompting, Monetization, A/B Testing, SQL (Advanced), User Analytics, Subscription Models, LTV Modeling