

Jennifer Martinez

Senior Product Manager

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PROFESSIONAL SUMMARY

Strategic Product Manager with 10+ years of experience driving product vision and e

CORE COMPETENCIES

" Product Strategy & Roadmapping

" Agile/Scrum Methodologies

" User Experience Design

" Data-Driven Decision Making

" Stakeholder Management

" Go-to-Market Strategy

" A/B Testing & Analytics

" Cross-Functional Collaboration

PROFESSIONAL EXPERIENCE

Senior Product Manager

2021 - Present

CloudTech Solutions, San Francisco, CA

Led product strategy for enterprise analytics platform serving 500+ B2B customers.

Launched AI-powered insights feature that increased user engagement by 60%.

Managed cross-functional team of 12 (engineering, design, data science) to drive innovation.

Implemented data-driven experimentation framework resulting in 40% faster feature development cycles.

Drove pricing strategy optimization that increased average contract value by 15%. Established product-led growth initiatives contributing to 120% net revenue growth.

Product Manager

2018 - 2021

DataFlow Systems, Palo Alto, CA

Owned end-to-end product development for workflow automation tool with 20+ users.

Conducted 50+ user interviews and synthesized insights to inform product roadmap.

Launched mobile app that achieved 4.8-star rating and 30% adoption within 6 months.

Collaborated with engineering to reduce technical debt by 40% while maintaining high quality standards.

Built product analytics dashboard enabling real-time monitoring of key performance metrics.

Facilitated quarterly business reviews with C-level executives demonstrating results.

Associate Product Manager

2016 - 2018

StartupHub Inc., San Jose, CA

Supported senior PM in defining product requirements and managing backlog

Coordinated beta testing program with 100+ early adopters resulting in 85%

Created detailed product documentation and go-to-market materials for sales

Analyzed competitive landscape and presented strategic recommendations

Managed relationships with key enterprise customers to gather feedback and

Business Analyst

2014 - 2016

Enterprise Software Corp., San Francisco, CA

Gathered and documented business requirements for CRM system enhancement

Performed data analysis to identify trends and opportunities for product optimization

Created user stories and acceptance criteria in collaboration with development

Facilitated workshops with stakeholders to align on project scope and success criteria

EDUCATION**Master of Business Administration (MBA)**

2014

Stanford Graduate School of Business, Stanford, CA

Concentration: Technology Product Management

Bachelor of Science in Computer Science

2012

University of California, Berkeley

GPA: 3.8/4.0 " Dean's List

CERTIFICATIONS & TRAINING

Certified Scrum Product Owner (CSPO), Scrum Alliance

Product Management Certificate, Product School

Data Analytics Professional Certificate, Google

AWARDS & RECOGNITION

Product Innovation Award, CloudTech Solutions (2023)

Top 40 Under 40 Product Leaders, Product Management Today (2022)

Excellence in Product Development, DataFlow Systems (2020)