

# Jennifer Martinez

Senior Product Manager

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## PROFESSIONAL SUMMARY

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Strategic Product Manager with 10+ years of experience driving product vision and execution for B2B SaaS platforms. Proven expertise in user research, roadmap planning, and cross-functional leadership. Track record of launching products that achieve 150%+ revenue targets and improve customer satisfaction scores by 40+ points.

## CORE COMPETENCIES

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• 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 Team Leadership
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## PROFESSIONAL EXPERIENCE

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### Senior Product Manager

2021 - Present

CloudTech Solutions, San Francisco, CA

- Led product strategy for enterprise analytics platform serving 500+ B2B customers with \$25M ARR
- Launched AI-powered insights feature that increased user engagement by 65% and reduced churn by 28%
- Managed cross-functional team of 12 (engineering, design, data science) through complete product redesign
- Implemented data-driven experimentation framework resulting in 40% faster feature validation cycles
- Drove pricing strategy optimization that increased average contract value by 35% year-over-year
- Established product-led growth initiatives contributing to 120% net revenue retention

### Product Manager

2018 - 2021

DataFlow Systems, Palo Alto, CA

- Owned end-to-end product development for workflow automation tool with 200K+ monthly active users
- Conducted 50+ user interviews and synthesized insights to inform product roadmap priorities
- Launched mobile app that achieved 4.8-star rating and 30% adoption within first quarter
- Collaborated with engineering to reduce technical debt by 40% while maintaining feature velocity
- Built product analytics dashboard enabling real-time monitoring of key performance metrics
- Facilitated quarterly business reviews with C-level executives demonstrating product impact on revenue

### Associate Product Manager

2016 - 2018

StartupHub Inc., San Jose, CA

- Supported senior PM in defining product requirements and managing backlog for collaboration platform
- Coordinated beta testing program with 100+ early adopters resulting in 85% feature satisfaction rate
- Created detailed product documentation and go-to-market materials for sales and customer success teams
- Analyzed competitive landscape and presented strategic recommendations to executive leadership
- Managed relationships with key enterprise customers to gather feedback and validate product direction

#### **Business Analyst**

2014 - 2016

Enterprise Software Corp., San Francisco, CA

- Gathered and documented business requirements for CRM system enhancement projects
- Performed data analysis to identify trends and opportunities for product optimization
- Created user stories and acceptance criteria in collaboration with development teams
- Facilitated workshops with stakeholders to align on project scope and success metrics

### **EDUCATION**

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#### **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**

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- Certified Scrum Product Owner (CSPO), Scrum Alliance
- Product Management Certificate, Product School
- Data Analytics Professional Certificate, Google

### **AWARDS & RECOGNITION**

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- Product Innovation Award, CloudTech Solutions (2023)
- Top 40 Under 40 Product Leaders, Product Management Today (2022)
- Excellence in Product Development, DataFlow Systems (2020)