

Alex Chen

Product Manager | SaaS & Platform Strategy

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San Francisco, CA

EXPERIENCE

Senior Product Manager

Innovate Solutions Inc. — Leading B2B SaaS Provider

Jan 2020 – Present

San Francisco, CA

- Led the product strategy and roadmap definition for the core CRM platform, resulting in a 30
- Managed the end-to-end lifecycle of three major feature releases, coordinating cross-functional teams (Engineering, Design, Marketing, Sales) of 15+ members.
- Conducted extensive user research and market analysis to identify and prioritize customer needs, translating insights into actionable product requirements using PRDs and user stories.
- Drove a 20
- Championed agile methodologies (Scrum), acting as Product Owner, improving team velocity by 15

Product Manager

TechStart Co.

Jun 2017 – Dec 2019

Austin, TX

- Owned the product backlog for a new mobile application, successfully launching the MVP within 6 months.
- Collaborated with UX/UI designers to iterate on wireframes and prototypes based on user feedback, leading to a 25
- Analyzed product usage data using SQL and analytics platforms (e.g., Mixpanel) to inform feature prioritization and A/B testing strategies.

PROJECTS

Side Project: "TaskFlow"

Personal Productivity Web App

2021 – Present

Remote

- Designed and developed a simple Kanban-style task management application using React and Firebase.
- Acquired initial user base through online communities, gathering feedback for future iterations.

EDUCATION

Master of Business Administration (MBA)

University of California, Berkeley, Haas School of Business

2015 – 2017

Berkeley, CA

- Focus: Technology Management & Entrepreneurship
- Honors: Beta Gamma Sigma Honor Society

BSc Computer Science

University of Texas at Austin

2011 – 2015

Austin, TX

SKILLS

Product Management: Roadmapping, Agile Methodologies (Scrum, Kanban), User Research, Market Analysis, PRD/User Stories, A/B Testing, Competitive Analysis, Go-to-Market Strategy

Technical: SQL, Python (Basic), API Design Principles, Data Analysis

Tools & Platforms: Jira, Confluence, Figma, Mixpanel, Google Analytics, Salesforce, Amplitude

Languages: English (Native), Mandarin Chinese (Conversational)

Certifications: Certified Scrum Product Owner (CSPO)