Harrison Wolf

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Experienced product manager with a masters in engineering management and bachelors in computer science. Proven track record of taking high profile products from ideation to launch. Skilled customer interviewer, researcher, & leader of cross functional, global teams.

EXPERIENCE

Artera, Santa Barbara, CA
Create new revenue streams by building applied ML products & workflows for Series-C Healthtech company.
2024-Present

Senior Product Manager, AI & ML (January 2024- Present)
- Generated $120,000 in ARR in by delivering 2 major feature sets (LLM-based Writing Assistant, Message Classification Models)
- Led a team of data scientists, product designers, and full stack engineers to quickly prototype & validate new features in a greenfield space.
- Defined the product vision & strategy for Artera's approach to GenAI & Predictive Analytics by conducting customer interviews & product discovery with our largest customers and strategic partners resulting in new revenue opportunities and cost saving efficiencies powered by AI & Machine Learning models.
- Improved delivery velocity by 100% introducing new product development life cycle and cross-team process.

Knock CRM, Seattle, WA
Define and execute on Product Vision, Roadmap, & Delivery for PropTech based SaaS company.   **2021-2023**
Product Manager II, Conversational AI & Machine Learning (August 2022 - December 2023)
- Manage product vision and strategy for Knock's AI & ML products, including taking an NLU chatbot from concept to launch that resulted in a 19% increase in qualified leads compared to human leasing agents.
- Researched & identified an alternative automated speech recognition (ASR) vendor resulting in an 8% annual cost savings to our organization and 14% reduction in unrecognized intents in the first 4 months.
- Led effort to revamp call intelligence AI/ML product. Initiative resulted in retaining $450,000 in ARR and helped in achieving 60%+ in sales growth for the fiscal year.
- Worked cross-functionality with a team of data scientists & machine learning engineers to build, maintain, & improve home grown classification models used to categorize & respond to emails & phone calls, automating workflows for customers and improving response time for prospects.

Product Manager I, Visitor Experience (October 2021 - August 2022)
- Led a successful turn-around of an underperforming iOS app, resulting in 10% of the company's 2022 annual revenue in the first 8 months of the product's launch. Won an industry award for Proptech Video Marketing Tool of the Year.
- Increased retention rate by 17% in three quarters by partnering closely with Customer Success, Support, & Go-To-Market teams. Led targeted webinars and drafted sales enablement assets to build excitement around new features resulting in an 45% increase of daily active users from Q1 to Q3.
- Proposed, championed, and aligned leadership to pivot from in-house development to an off the shelf, low-code solution on a major feature set decreasing time to market by 3 months.

Searchlight Advertising, Burlington, VT   **2019-2021**
Employee # 1 for an Ad-Tech Start-up focused on the HVAC & Home Service Industry going from zero to one.
Head of Customer Success, Co-Founder
- Helped scale the company from 0 to 40 clients by creating a roadmap driven by customer interviews and solving common and repeatable problems.
- Managed Ad Strategy for 20 account, built out an onboarding framework, and managed 2 direct reports

Cox Automotive, Burlington, VT   **2014-2019**
Earned progressive responsibilities through 4 promotions at a multi-billion-dollar, B2B, enterprise technology company in the Automotive Industry.
- Regional Sales Manager: Collaborated with stakeholders across sales, product, & integration teams to generate solutions-based revenue from over 800 accounts. Created outreach templates resulting in an increase in touch points by 40% in 3 months.

- Insides Sales Consultant: Technical & consultative B2B SaaS sales generating $180k in monthly recurring revenue from small business owners in the first year, consistently surpassing target quota.
- Strategic Account Manager: Responsible for marketing strategy & account management of the company's single largest account. Managed over $3 million of annual client investment to maximize revenue and maintain customer satisfaction. Worked internally with department VPs and externally with C-level stakeholders.
- Digital Specialist: Tier 1 Support for 300 accounts, managed through an intake & task queue system.

Education

Clarkson University, *Master of Science, Engineering Management*   **August 2017**
University of Vermont, *Bachelor of Arts, Computer Science & Psychology*   **December 2014**
- Major in Computer Science with a Minor In Psychology. Focused on Human Computer Interaction and UX Design. Webmaster for various school clubs & was the official school mascot.

Scrum Alliance, Certified Scrum Product Owner