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resume for

# Nicholas Gottlieb

*Technical and analytical growth marketer. Experience answering questions with data, defining and prioritizing business and product goals, and rallying teams to get things shipped.*

## Experience

### Sabbatical The World – 2015-2016

- spent 8 months away from technology work to see the world and refocus
- 5 months sailing across the Indian Ocean as first-mate on a private, 50-foot sloop
- 2 months driving a truck through the African bush
- kept a blog at [www.worldsoup.me](http://www.worldsoup.me)

### Product Manager (enterprise), CircleCI San Francisco, CA – 2015

- ownership of initial product research including dozens of in depth interviews with engineers and engineering managers
- ownership of product strategy including pricing model, deployment options, marketing material, messaging, and go-to-market strategy
- tested early versions of product with companies such as Sony, Braintree, and Shopify in order to collect feedback and iterate with engineering team
- led business development discussions with enterprises such as GE and GitHub

### Product Manager (growth), CircleCI San Francisco, CA – 2014-2015

- first business/product hire, employee #7, brought on to drive growth of developer tool SaaS, reported directly to the CEO
- built CircleCI's growth team and process like a lean product org with rapid testing and iteration (modeled on Facebook's growth team)
- ownership of conversion, pricing, upgrades, and retention
- ownership of all product marketing including go-to-market, messaging, customer success stories, and sales materials
- implemented solutions for marketing automation, ab testing, and analytics
- worked cross-functionally with engineering and design to complete several product and feature launches

### Cofounder & CEO, Mobozi San Francisco, CA – 2012-2013

- admitted to Mozilla's WebFWD accelerator during which we built an innovative data collection and search algorithm to aggregate and index mobile-optimized web apps

- built a web app that allows anybody to search through our database of mobile optimized web apps: mobozi.com

**Founder, Gravitecture LLC** San Francisco, CA – 2012-2014

- consulting work, mostly web and mobile product strategy and development
- clients included Dallas Morning News, Gold's Gym, Match.com, and Cox Media

**Product Manager, Floor22** Dallas, TX – 2011-2012

- boutique digital agency, specializing in custom applications for user acquisition, AB testing, and analytics
- managed a team of 3 engineers and 1 designer to develop customs solutions for large clients, typically 6-figure projects
- ran multi-variant tests to optimize landing pages that had tens of thousands of unique visitors per day and were responsible for millions of dollars in revenue
- oversaw retention email campaigns and was responsible for increasing customer retention by 30% (\$5,000/month) for the client

**Consultant,** Osaka, Japan – 2009-2011

- after working for a Japanese consulting firm for several months I left to work with several Japanese entrepreneurs
- led software development for a Groupon clone for the Japanese market
- led business development for a trade company that specialized in importing high-end organic products

## Education

Lewis and Clark College, Portland, OR – Anthropology, 2009

## Skills/Training

- deep understanding of SaaS growth strategies, experience building a repeatable and scaleable process that produces outcomes
- passionate about pricing, have owned and innovated pricing models and had pricing discussions with experts like Michael Deering and Oren Teich
- analytical, comfortable asking the right questions and getting the answer by diving in to the data
- interpersonal, excel at building trust with team members, rallying toward a common goal, getting stuff done
- technical, intermediate on the front-end, serviceable on the backend
- Attended Marty Cagan's 2-day 'How To Create Product Customers Love' workshop while a PM at CircleCI
- fluent Japanese