

# ZACH MORRISSEY

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Senior Product Manager — API Platform / Developer Platform (DX) · Integrations & Partner Ecosystem

## PROFESSIONAL EXPERIENCE

### SENIOR PRODUCT MANAGER, PLATFORM & APIS - San Francisco, CA

January 2023 to Present

#### SENSE

- Built Sense's core API & integrations platform (0 to 1.6B monthly transactions) that powers 100% of product functionality and \$50M ARR, leading 3 PMs and influencing roadmap across 3 engineering teams
- Launched a developer API platform to meet customer integration needs, achieving adoption by 260+ enterprise clients and \$15M in new ARR, transforming Sense from a standalone product into an extensible platform (DX: docs, versioning, auth, SLAs)
- Identified data quality issues as the #1 driver of customer churn (27% of clients) and launched a self-service observability platform, achieving 0% data-related churn in 12 months and protecting \$1.3M in at risk ARR
- Architected and executed post-merger API unification, enabling 60+ cross-platform integrations and driving \$300K+ ARR in CRM sales to Fortune 500 clients
- Built proactive alerting/reporting (drift detection, change-event audits, Grafana dashboards) to detect integration issues early, enabling preemptive fixes and reducing integration related support tickets by 30% YoY amid 3x growth

### PRODUCT MANAGER, PLATFORM & APIS - San Francisco, CA

June 2020 to January 2023

#### SENSE

- Delivered 60+ ATS/HRIS integrations (SuccessFactors, Workday, Taleo) for Fortune 500 clients, meeting strict security/data requirements and reducing implementation timelines by 40%
- Scaled implementation operations to 150+ client onboardings/week within six months, leading a 14 person team while maintaining 98% SLA compliance and securing \$12M+ in retained revenue
- Shipped 'Instant Apply' chatbot (SMS/QR-code application flow) to streamline the candidate application process, leveraging a cross-platform AWS Lambda and Twilio architecture, driving a 35% increase in candidate engagement
- Secured 5 enterprise vendor partnerships through API spec alignment and contract negotiations, unlocking cross-platform automation features that drove 200+ joint customer deployments
- Engineered internal tooling with Retool to automate implementation workflows, cutting support tickets by 40% YoY and accelerating delivery of \$5M+ in ARR worth of client deployments

### IMPLEMENTATION MANAGER - San Francisco, CA

June 2019 to June 2020

#### SENSE

- Pioneered implementation function at Series B startup, managing 30 concurrent deployments (2X industry standard) through Jira automation and daily client syncs, achieving 100% on time delivery
- Authored 100+ technical docs and checklists, reducing configuration errors by 62% and enabling 4x team scaling during hypergrowth
- Led product integration of Sense's ATS partners, shaping requirements based on client feedback, unlocking \$15M in pipeline and rapid adoption across 200+ enterprise accounts
- Resolved 50+ critical client escalations, preserving \$10M+ in contracts and mentored specialists in conflict resolution, boosting team NPS by 25% YoY
- Increased 90-day client retention by 22% and accelerated onboarding by 40% by productizing 5 enterprise workflows into Salesforce health scores, enabling proactive renewal defense and systematic upsells

### SOLUTIONS ENGINEER - San Francisco, CA

January 2019 to June 2019

#### WALKME

- Transformed churn liability (expensive PS hours) into retention tool by creating self-enablement workshops for price sensitive accounts, improving renewal rates from 75% to 90%
- Led implementations for Fortune 500 accounts (Cisco, Netflix, Charles Schwab) averaging \$500K+ ARR, securing 100% renewal

### QUALITY ASSURANCE ANALYST - San Francisco, CA

May 2018 to January 2019

#### WALKME

- Scaled international QA team to 11 members and implemented Jira workflows, reducing critical defects by 20% and accelerating release cycles by 2 weeks (Promoted to Solutions Engineer)

- Assisted with Linux System Administration, Shell Scripting, and Python courses, supporting hands-on learning for students in foundational computer science topics

## SKILLS

- Product Management: Product roadmaps & integration strategy, Developer Experience, Partner Enablement, Observability, Agile/Scrum, OKR planning, stakeholder management, cross-functional team leadership, user research, customer insights, go-to-market planning, PRD documentation
- Technical: API integrations (REST & SOAP), Data integration platforms, SQL, Technical Program Management, Python, ETL, schema design, Webhooks, JSON/XML, AWS (EC2/S3), CI/CD (Jenkins, Git/GitHub), monitoring/analytics (Grafana/Datadog), technical roadmap planning, dependency management, cross-functional delivery

## EDUCATION

**San Francisco State University** – B.A. in Philosophy & Religion, 2012–2016 (Graduated with High Honors, Dean's List, President, Alpha Kappa Psi)

**City College of San Francisco** – Continued Education in Computer Science, 2018–2019 (Courses in Web Application Programming & Linux Systems Administration)