

- Product Strategy
- Roadmap Management
- Stakeholder Management
- Cross-Functional Leadership
- UI/UX Design
- Design Sprint Prototyping
- A/B Testing
- Analytics & Data Analysis
- User Acquisition Planning
- Conversion Optimization
- Onboarding & Activation
- Retention Marketing
- Agile App Development
- HTML / CSS / Javascript
- SQL
- AWS

Product Manager

Dec 2020 - Present

Mineral

Mineral is a B2B SaaS company that offers software and services for end-to-end HR compliance and people risk management.

- Own a portfolio of products and areas within the Mineral platform - in-product user assistance, in-product marketing, APIs, technical integrations, and HR forecasting tools.
- Develop product strategy and roadmaps in alignment with company objectives.
- Build product requirements and prioritize features, stakeholder input, and customer feedback.
- Manage engineering relationships, stakeholder communication, and release cycles.

Product & Growth Manager

Apr 2018 - Apr 2020

Hayward Score

Hayward Score was a consumer building science company that analyzed residential buildings to identify construction and behavior issues that affect indoor air quality and health.

- Helped lead the strategy, planning, and roadmap for a mobile native consumer application that tracked over 80 data points per user and provided personalized wellness recommendations.
- Worked with building and data scientists to create a health risk scoring and recommendation algorithm.
- Collaborated with engineering to help develop technical direction and architecture.
- Built analytics infrastructure and established KPIs for customer acquisition and engagement.
- Led a cross-functional team of 7 including engineers, product designers, data scientists, and subject matter experts.
- Managed user acquisition and growth funnel including content marketing initiatives.
- Increased registered users by 300% and monthly active users by 700% over an eighteen month period.
- Increased paid conversions by 40% and dropped CAC from \$17.46 to \$7.68 over a fifteen month period.

Product & Engineering Consultant

Jun 2009 - Mar 2018

Independent

Helped SMB SaaS and consumer wellness companies develop and manage early stage and 0-1 digital products.

- Identified and solved problems around product/market fit, growth, and revenue.
- Led iterative product development efforts toward the improvement of key performance indicators.
- Managed roadmaps, delivery timelines, resources, and budgetary planning.
- Guided agile development process and technical product direction.
- Assisted in digital marketing strategy and user acquisition planning.
- Hired and managed engineering, product, and designs teams with an average team size of 12.

- Launched 8 new products over nearly nine years which resulted in a combined \$19M in acquisitions.

Technical Product Manager

Sep 2005 - Jun 2009

EMC Corporation

- Led the release of a SaaS asset management product used to allocate, manage, performance monitor, and track technical infrastructure assets such as servers and storage arrays across an enterprise organization.
- Set UI/UX direction and worked closely with engineers to define technical architecture.
- Developed a customer driven agile development process and pilot program.
- Led a team of 7 which included engineers, system administrators, and business analysts.
- Managed the product roadmap, budget, resource allocation, and stakeholders.
- Average customer saved over \$1 million per year on capital expenditures by using the product.

Senior Web Developer

Jan 2004 - Sep 2005

EMC Corporation

EMC Corporation was a Fortune 500 enterprise information technology hardware and software company.

- Lead developer and technical content architect for EMC's Enterprise Content Division brand marketing websites with 250,000 monthly unique visitors across 9 language locales.
- Led a team of 5 web developers in supporting marketing and lead generation activities which brought in nearly 9,000 leads per month globally.
- Managed all technical processes from coding assignments to code review and deployment schedules.

Computer Engineering

University of California, Davis