Alex Taylor

Senior Product Manager

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Education

Westbridge School of Management - Master of Business Administration (MBA)   01/09/2016 - 01/06/2018

Focus: Product Management & Strategy • Activities: Product Club, Analytics Lab

Riverside University - Bachelor of Science in Information Systems   01/09/2011 - 01/06/2015

Graduated with Honors • Capstone: Data-driven optimization of customer onboarding flows

Professional Experience

NovaTech Labs - Senior Product Manager   01/06/2021

• Led end-to-end product lifecycle for a B2B SaaS analytics platform used by 200+ enterprise clients, increasing net revenue by 32% over 18 months. • Partnered with Engineering, Design, and Sales to define and prioritize a data-informed roadmap, cutting time-to-market for key features by 25%. • Introduced structured experimentation (A/B testing and cohort analysis), resulting in a 14% uplift in user activation and 9% improvement in retention. • Built and mentored a high-performing team of 4 product managers, establishing clear success metrics, rituals, and cross-functional ways of working.

Brightline Digital - Product Manager   01/02/2018 - 01/05/2021

• Owned a multi-platform customer experience product with 1M+ monthly active users, driving a 21% increase in engagement through UX and feature enhancements. • Collaborated closely with Marketing and Customer Success to shape go-to-market strategies, reducing churn in key segments by 11% year-over-year. • Translated complex business requirements into clear user stories and acceptance criteria, improving on-time delivery rate from 73% to 92%. • Implemented data dashboards and KPIs, enabling leadership to make faster, evidence-based decisions across product lines.

Skyline Ventures - Business Analyst   01/07/2015 - 01/01/2018

• Conducted market, pricing, and funnel analyses for digital initiatives, uncovering insights that led to a 15% lift in conversion across key campaigns. • Built executive-ready reports and presentations, distilling complex data sets into clear narratives and strategic recommendations. • Partnered with product and operations teams to redesign internal processes, reducing operational overhead by approximately 20%.

Skills

Product Strategy & Roadmapping   Stakeholder Management

User Research & UX Collaboration   Data Analysis (SQL, BI Tools)

A/B Testing & Experimentation   Agile / Scrum Methodologies

Go-to-Market Planning   KPI Design & Dashboarding

Team Leadership & Mentoring   Presentation & Storytelling

Languages

English (Native)   Spanish (Professional working proficiency)

Interests

Tech Blogging   Cycling   Travel & Culture

Professional Summary

Strategic, data-driven professional with 8+ years of experience leading cross-functional teams to design, launch, and scale digital products. Known for blending analytical rigor with strong communication skills to align stakeholders, streamline operations, and deliver measurable business impact. Adept at transforming ambiguous ideas into actionable roadmaps, mentoring high-performing teams, and building customer-centric solutions in fast-paced, high-growth environments.

Selected Achievements

• Spearheaded a cross-functional initiative that consolidated three legacy tools into a unified platform, saving an estimated $250K annually in tooling and maintenance costs. • Launched a new self-service onboarding experience that reduced average time-to-value for new customers from 14 days to 5 days. • Recognized with an internal "Impact Award" for driving measurable improvements in customer satisfaction (CSAT +10 points) and NPS (+7 points) within a single year.