

# Alex Taylor, Senior Product Manager

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.

## PROFESSIONAL EXPERIENCE

01/06/2021

### **NovaTech Labs, Senior Product Manager**

- 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.

01/02/2018

01/05/2021

### **Brightline Digital, Product Manager**

- 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.

01/07/2015

01/01/2018

### **Skyline Ventures, Business Analyst**

- 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%.

## EDUCATION

01/09/2016	<b>Westbridge School of Management, Master of Business Administration (MBA)</b>
01/06/2018	Focus: Product Management & Strategy • Activities: Product Club, Analytics Lab
01/09/2011	<b>Riverside University, Bachelor of Science in Information Systems</b>
01/06/2015	Graduated with Honors • Capstone: Data-driven optimization of customer onboarding flows

## 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)
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## INTERESTS

Tech Blogging	Cycling	Travel & Culture
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