

# Alex Taylor, Senior Product Manager

Senior Product Manager with 8+ years of experience leading cross-functional teams to design, launch, and scale B2B and consumer digital products. Combines analytical rigor with clear, persuasive communication to align stakeholders, streamline operations, and drive measurable business outcomes. Expert at turning ambiguous concepts into prioritized, data-informed roadmaps, mentoring product teams, and delivering customer-centric solutions in fast-paced, high-growth environments.

## PROFESSIONAL EXPERIENCE

31/05/2021

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

Own end-to-end product lifecycle for a B2B SaaS analytics platform serving 200+ enterprise clients, contributing to a 32% increase in net revenue over 18 months. Partner with Engineering, Design, and Sales to define and execute a data-informed roadmap, reducing time-to-market for priority features by 25%. Institutionalized structured experimentation (A/B testing, cohort analysis), driving a 14% uplift in user activation and a 9% improvement in retention.

01/02/2018

30/04/2021

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

Owned a multi-platform customer experience product with 1M+ monthly active users, achieving a 21% increase in engagement through UX improvements and high-impact feature releases. Partnered with Marketing and Customer Success to design and execute go-to-market strategies, reducing churn in key customer segments by 11% year-over-year. Translated complex business requirements into clear user stories and acceptance criteria, improving the on-time delivery rate from 73% to 92%.

30/06/2015

01/01/2018

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

Conducted market, pricing, and funnel analyses for digital initiatives, surfacing insights that drove a 15% lift in conversion across key campaigns. Created executive-ready reports and presentations that distilled complex data sets into clear narratives and strategic recommendations. Collaborated with product and operations teams to redesign internal processes, reducing operational overhead by approximately 20% while improving transparency and control.

## EDUCATION

01/09/2016

01/06/2018

### **Westbridge School of Management, Master of Business Administration (MBA)**

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

01/09/2011

01/06/2015

### **Riverside University, Bachelor of Science in Information Systems**

Graduated with Honors • Capstone: Data-driven optimization of digital 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)
------------------	--

## INTERESTS

### Tech Blogging

Write concise articles on product thinking, experimentation, and data-informed decision making.

### Cycling

Long-distance road cycling and regular weekend rides to stay active and mentally focused.

### Travel & Culture

Explore new cities and cultures, often tying observations back to customer behavior, product design, and market dynamics.

## SELECTED ACHIEVEMENTS

Spearheaded a cross-functional initiative to consolidate three legacy tools into a unified platform, reducing complexity and generating an estimated \$250K in annual savings on tooling and maintenance. Launched a self-service onboarding experience that cut average time-to-value for new customers from 14 days to 5 days, improving activation and early retention. Received an internal "Impact Award" for driving measurable improvements in customer satisfaction (CSAT +10 points) and Net Promoter Score (NPS +7 points) within a single year.