Alex Taylor

Senior Product Manager

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Professional Summary

Senior Product Manager with over 8 years of experience leading cross-functional teams to design, launch, and scale digital products across both B2B and B2C segments. Combines strong analytical skills with clear, influential communication to align stakeholders, streamline operations, and drive measurable business outcomes. Excels at turning ambiguous ideas into data-driven product roadmaps with clear priorities, and leading product teams to deliver customer-centric solutions in fast-paced, high-growth environments.

Professional Experience

NovaTech Labs - Senior Product Manager   31/05/2021

Own the end-to-end lifecycle of a B2B analytical SaaS product serving 200+ enterprise customers, contributing to a 32% increase in net revenue over 18 months. Partner with engineering, design, and sales to define and execute a data-driven product roadmap, reducing time-to-market for core features by 25%. Established a structured experimentation framework (A/B testing and cohort analysis), increasing user activation rates by 14% and improving retention by 9%.

Brightline Digital - Product Manager   01/02/2018 - 30/04/2021

Led product for a multi-platform customer experience with over 1M monthly active users, increasing user engagement by 21% through UX improvements and high-impact feature launches.
Collaborated with Marketing and Customer Success to design and execute go-to-market strategies, reducing annual churn in key customer segments by 11%.
Translated complex business requirements into clear user stories and precise acceptance criteria, improving on-time delivery rates from 73% to 92%.

Skyline Ventures - Business Analyst   30/06/2015 - 01/01/2018

Conducted market, pricing, and funnel analyses for digital transformation initiatives, delivering insights that lifted overall conversion rates for core activities by 15%. Prepared reports and executive presentations summarizing complex datasets into actionable narratives, strategies, and recommendations for senior leadership. Partnered with Product and Operations to redesign internal processes, reducing operating costs by ~20% while increasing transparency and control.

Education

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

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

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

Graduated with honors • Capstone project: Data-driven optimization of digital customer acquisition

Skills

Product strategy & roadmap planning   Stakeholder management

User research & UX collaboration   Data analysis (SQL, BI tools)

A/B testing & experiment design   Agile / Scrum methodologies

Go-to-market strategy & product launches   KPI definition & dashboarding

Team leadership & mentoring   Presentations & storytelling

Languages

English (Native)   Spanish (Professional working proficiency)

Hobbies & Interests

Tech blogging

Write focused articles on product-thinking methodology, experiment design, and data-informed decision-making.

Cycling

Long-distance road cycling with regular weekly rides to maintain fitness, energy, and mental focus.

Travel & cultures

Exploring new cities and cultures and connecting observations to customer behavior, product design, and market dynamics.

Selected Achievements

Led a cross-functional project to consolidate three legacy tools into a single unified platform, reducing system complexity and saving approximately $250K annually in tooling and maintenance costs.

Launched a self-service onboarding experience, cutting average time-to-value for new customers from 14 days to 5 days and significantly improving early activation and retention metrics.

Received the company's internal "Impact Award" for delivering measurable improvements in customer satisfaction (+10 CSAT points) and Net Promoter Score (+7 NPS points).