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Senior Product Manager who thrives in high-impact roles with real ambiguity. No perfectly scoped roadmap, just customer problems worth solving. 10+ years building B2B SaaS products from 0-to-1 through scale, from startup to IPO. Deep expertise in customer-driven discovery, developer platforms, API ecosystems, and embedded integrations. Known for translating direct customer signal into roadmap decisions that stick, even on roadmaps I did not always own.

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## SKILLS

- PRODUCT** O-to-1 Product Development · Customer-Driven Discovery · Voice of Customer · Platform Strategy · Systems Thinking · Product-Led Growth · Technical Product Strategy · Stakeholder Alignment · Cross-functional Leadership · Go-to-Market Strategy
- TECHNICAL** API Strategy · Platform Architecture · Integration Strategy · Developer Platform · Developer Ecosystem · Embedded iPaaS · REST APIs · Webhooks · ERP Integrations · Marketplace Strategy
- AI TOOLS** Claude Code · AI-Assisted Prototyping · AI-Powered Discovery

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## EXPERIENCE

### Product Management Consultant · Mau Technologies

Mar 2024 – Present

*Consulting with early-stage B2B SaaS founders and investors through word-of-mouth referrals on product vision, strategy, market positioning, and organizational readiness.*

- Engaged with multiple early-stage founders and investors through word-of-mouth referrals to advise on product vision, strategy, and market positioning
- Assess product-market fit, business positioning, and organizational readiness for investors and founders, defining investment requirements and growth strategies

### Senior Product Manager, Service Management · Texada Software

Apr 2023 – Jan 2024

*Brought on as the first Service PM to productize service management solutions for heavy equipment dealers and rental companies across North America, following Texada's acquisition of Uptake Dealer.*

- Established PM discipline and roadmap process from scratch, transitioning the organization from custom dealer implementations toward repeatable, scalable product solutions
- Managed relationship with WesTrac (\$6B+ revenue), one of the world's largest Caterpillar dealers, balancing custom feature delivery with building reusable patterns for broader dealer adoption
- Took over stalled Service Agreement Quoting initiative and drove it toward GA through additional customer discovery with a dealer council including Fabick CAT, refining scope and roadmap to unlock 100% adoption and significant expansion revenue potential across the Caterpillar dealer network for fleet maintenance contracts
- Dissected and rescope integration requirements for Caterpillar Inc.'s Cat Interact messaging and Cat Card payment platforms, delivering a refined product spec that positioned the engineering team to build shared service coordination and payment workflows across the dealer network

## Senior Product Manager, Embedded Platform · Workato

Mar 2021 – Feb 2023

*Defined product vision and strategy for Workato's embedded iPaaS platform, partnering with CPO, CTO, and Embed leadership to enable SaaS companies to white-label and embed Workato natively within their products.*

- Drove 416% customer growth and 200% increase in TAV by shipping high-value embedded features for companies including Atlassian, Wrike, and Reltio
- Engaged with 7-figure enterprise accounts to deliver critical platform features including enhanced management, deployment, and query tools, maintaining 100% retention
- Advised strategic customers on critical integrations with Workday, Salesforce, and HubSpot, driving numerous 6-figure upsells through increased adoption
- Served as Voice of the Customer for the embedded platform, leveraging customer insights to influence roadmaps I did not own by finding opportunities within existing and new initiatives to drive successful outcomes for enterprise accounts

## Technical Solutions Architect · Procore Technologies

Jan 2018 – Aug 2020

*Delivered integration consulting and technical project management for enterprise construction clients, serving as the field-facing bridge between customers and Procore's product and engineering teams.*

- Supported pre-sales efforts by joining sales calls to translate technical integration solutions for prospective clients, helping close deals through clear solution positioning
- Managed integration success for Fortune 100 & ENR 100 clients across \$35M in TAV, delivering SOWs for 60 clients including ERP integrations with SAP, Oracle EBS, Oracle JD Edwards, CMiC, Viewpoint Vista, and Sage
- Identified and defined a standard Sage integration product by analyzing customer adoption patterns and ARR potential, representing a ~\$30M revenue opportunity
- Built, tested, and deployed integrations as an iPaaS developer using Workato, enabling enterprise clients to connect Procore with their existing ERP and business systems
- Advocated for clients and collaborated with PMs to deliver critical Developer Platform features including Webhooks, Service Accounts, and key API endpoints, achieving 100% retention

## Product Manager, Developer Platform & Ecosystem · Procore Technologies

Aug 2015 – Dec 2017

*Founding PM on Procore's Developer Platform, handpicked from engineering to lead the company's product to platform transition starting from a bare MVP API, building the full developer ecosystem including API infrastructure, DX, DevRel, App Marketplace, and partner network, accelerating Procore's path to IPO.*

- Acted as Group PM across 15 R&D squads and collaborated cross-functionally with Marketing, Sales, Business Development, and Customer Success, driving an API-first culture through offsites and roadmap influence without formal authority
- Launched Developer Portal through multiple iterations, driving 529% growth in signups and 71% adoption among 2,000+ customers, including SDKs, documentation, sandbox environments, and partner certification programs
- Launched App Marketplace with integrations from Microsoft, DocuSign, and Salesforce, growing listings 2x year over year from 25 to 100+ and reducing churn by as much as 10x when customers used 3+ integrations
- Expanded Procore API from ~50 to 1,500+ endpoints by influencing 15 R&D teams, enabling developers to build more valuable integrations across the construction industry
- Initiated the Webhooks program and API Betas process, running a year-long beta with 40+ partner companies that shipped Webhooks to GA in 2018
- Owned and managed the Financials Exchange (FX) API and Procore Connect, enabling 30 enterprise customers to successfully integrate their accounting and ERP systems, totaling \$6M in TAV

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## EDUCATION

**B.S. Computer Science** · University of California, Santa Barbara (UCSB)  
College of Engineering

2008 – 2012