

Marcus Thompson

Senior Product Manager

CONTACT INFO

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- Results-driven Senior Product Manager with 8+ years of experience scaling B2B SaaS products from \$5M to \$75M ARR across fintech and enterprise software domains
- Proven track record of leading cross-functional teams of 15+ members to deliver strategic product initiatives that increased user engagement by 45% and reduced churn by 30%
- Expert in driving product-market fit through data-driven experimentation, customer research, and competitive analysis, resulting in successful market expansion into 5 new verticals
- Strong technical background with ability to collaborate effectively with engineering teams on complex system architecture decisions while presenting strategic roadmaps to C-suite executives

CORE COMPETENCIES

Product Strategy

- Market Analysis
- Competitive Intelligence
- Roadmap Planning
- OKR Development

Technical Proficiency

- SQL
- API Design
- System Architecture (comprehension)
- A/B Testing

Analytics

- Amplitude
- Mixpanel
- Statistical Analysis
- Cohort Analysis
- User Segmentation

Leadership

- Team Mentorship
- Stakeholder Management
- Executive Presentation
- Change Management
- P&L Management

PROFESSIONAL EXPERIENCE

FinanceFlow Technologies

2021 - PRESENT

Senior Product Manager

- Orchestrated product strategy for \$45M revenue line, leading cross-functional team of 18 to deliver 4 major releases that increased enterprise customer retention by 35% and expanded average contract value by 60%
- Spearheaded go-to-market strategy with marketing and sales teams for new API monetization platform, resulting in 180% of first-quarter revenue target and successful expansion into 3 new market segments
- Identified underserved mid-market segment through comprehensive market analysis and customer interviews, developed targeted feature set and pricing strategy, resulting in 65% revenue increase and entry into Gartner Magic Quadrant
- Built and mentored team of 3 junior product managers, establishing product culture and best practices that improved feature delivery velocity by 40% while maintaining 99.5% uptime SLA

- Led strategic partnership initiative with Salesforce and HubSpot, driving integration development that captured 25% market share in CRM-connected financial analytics space

DataStream Solutions

2019 - 2021

Product Manager

- Drove product transformation for legacy analytics platform serving 500+ enterprise clients, conducting 75+ customer interviews and competitive analysis to identify market-fit gaps and rebuild roadmap
- Collaborated with engineering leadership on microservices architecture migration, reducing system latency by 50% and enabling 10x scalability for growing customer base
- Implemented comprehensive A/B testing framework using Optimizely and internal analytics, resulting in 25% improvement in user onboarding completion and 40% increase in feature adoption
- Managed P&L responsibility for \$15M product line, optimizing pricing strategy and feature packaging that improved gross margins by 20% while maintaining customer satisfaction scores above 4.2/5
- Established cross-functional product review process with engineering, design, and customer success teams, reducing feature development cycle time by 30% and improving stakeholder alignment

TechVision Corp

2017 - 2019

Product Manager

- Launched mobile-first dashboard product from concept to market in 8 months, achieving 50,000+ active users within first quarter and generating \$2M in new revenue streams
- Conducted comprehensive market sizing and TAM analysis for emerging IoT integration opportunities, presenting findings to executive team and securing \$5M investment for new product vertical
- Partnered with UX research team to redesign core user workflows, implementing user-centered design principles that increased task completion rates by 45% and reduced support tickets by 35%
- Developed and executed pricing strategy for freemium model transition, balancing user acquisition with revenue optimization to achieve 15% conversion rate from free to paid tiers
- Led integration project with 12 third-party APIs, working closely with engineering team on technical specifications and vendor relationships to deliver seamless customer experience

StartupLab Inc

2016 - 2017

Associate Product Manager

- Supported senior product leadership in developing go-to-market strategy for B2B SaaS platform, contributing to user research and competitive analysis that informed product positioning
- Managed feature development lifecycle for customer onboarding improvements, collaborating with design and engineering to reduce time-to-value by 25% for new enterprise clients
- Analyzed user behavior data using Google Analytics and Mixpanel to identify optimization opportunities, presenting insights to leadership team and driving product decisions
- Coordinated with customer success team to gather feedback and prioritize feature requests, maintaining product backlog and ensuring alignment with business objectives

EDUCATION

Stanford Graduate School of Business

2016

M.B.A., Technology Management

Relevant Coursework: Strategic Management, Technology Entrepreneurship, Data Analytics

University of California, Berkeley

2014

B.S. Computer Science, Minor in Business Administration

Relevant Coursework: Human-Computer Interaction, Data Structures, Product Design

CERTIFICATIONS

Certified Scrum Product Owner (CSPO)

2023

Scrum Alliance

Pragmatic Marketing Certified - Level III (PMC-III)

2022

Pragmatic Marketing

AWS Certified Cloud Practitioner

2023

Amazon Web Services

HONORS

SaaS Product Excellence Award

2023

ProductHunt

Led the product team that launched AI-powered financial analytics dashboard, recognized for innovation in B2B fintech space and user experience design

Innovation Leadership Award

2022

FinanceFlow Technologies

Selected from 150+ product managers company-wide for driving 65% revenue increase through strategic market expansion and product-market fit optimization

PUBLICATIONS

API Monetization Strategies for B2B SaaS

2023

Harvard Business Review

Deep-dive analysis on pricing models and partnership strategies, featuring case studies from FinanceFlow's successful API platform launch

Building Product Culture in Remote Teams

2022

Medium

Framework for establishing product management best practices across distributed engineering and design teams (15,000+ views)

PROJECTS

Product Turnaround Initiative

Inherited underperforming B2B analytics product line with 25% YoY decline at DataStream Solutions. Conducted 50+ customer interviews, identified market-fit gaps through comprehensive competitive analysis, pivoted positioning strategy, and rebuilt roadmap with focus on enterprise integration capabilities. Result: 40% revenue growth in 12 months and NPS improvement from -15 to +42.