

Alex Morgan

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SKILLS

PRODUCT STRATEGY

- roadmapping
- OKRs
- narrative writing
- market sizing
- competitive analysis

DISCOVERY & RESEARCH

- customer interviews
- jobs-to-be-done
- usability testing
- survey design

DATA & ANALYTICS

- SQL
- Amplitude
- Mixpanel
- Looker
- A/B testing
- cohort analysis

TECHNICAL

- Python
- REST APIs
- GraphQL
- Figma
- Notion
- Jira
- Linear

CERTIFICATIONS

Pragmatic Institute — Product Management Certified (PMC III)
Reforge — Growth Series, Retention + Engagement Deep Dive

PROFESSIONAL SUMMARY

Senior product manager with 8+ years building B2B SaaS platforms used by Fortune 500 customers. Track record of taking 0-to-1 products from concept to \$10M ARR through data-driven discovery, tight engineering partnership, and clear strategic narratives. Specialized in developer tools, workflow automation, and AI-enabled experiences.

EXPERIENCE

TechFlow Inc.

Senior Product Manager

Mar 2022 - Present

- Led the launch of the Workflow Automation Platform that grew from 0 to 12,000 paying teams in 18 months and became the company's fastest path to \$10M ARR
- Restructured the activation funnel using behavioral cohort analysis, lifting trial-to-paid conversion from 14% to 27% across 4 release cycles
- Partnered with engineering and design to ship 3 AI-powered features used in 60% of weekly sessions, including auto-routing and natural-language rule builders
- Hired and ramped 3 product managers, established quarterly OKR cadence, and authored the team's product strategy doc adopted org-wide

Brightline Analytics

Product Manager

Jun 2019 - Feb 2022

- Owned the data ingestion product line generating \$4.5M ARR; redesigned the connector framework to cut average integration time from 11 days to 2 days
- Shipped self-serve SAML SSO and audit logging that unblocked 7 enterprise deals worth \$2.1M in pipeline within the first quarter
- Ran 40+ customer discovery interviews per quarter; synthesized findings into a roadmap that the CEO referenced in two consecutive board meetings

Northwind Software

Associate Product Manager

Aug 2017 - May 2019

- Launched mobile push notifications that lifted 7-day retention by 9 percentage points across the user base of 1.2M monthly actives
- Co-led the migration from waterfall to dual-track agile, training 5 cross-functional pods and reducing average cycle time by 38%

EDUCATION

University of California, Berkeley

B.S. Electrical Engineering and Computer Science

2013 - 2017

GPA: 3.8 / 4.0 — Eta Kappa Nu honor society

PROJECTS

Open-source CLI for OpenAPI mocking — 2,400+ GitHub stars
Side project: AI study planner used by 8,000 students at 12 universities