

Jordan Ellis

Senior Product Manager | Austin, TX | jordan.ellis@example.com | 512-555-0128

Summary

B2B product leader with 9 years turning customer evidence, product usage, and commercial context into focused platform decisions. Leads cross-functional teams from problem selection through launch, adoption, and measurable learning.

Experience

Senior Product Manager, Beacon Workflow 2022 – Present

- Reframed onboarding around activation blockers found in 28 customer interviews, lifting 30-day activation from 61% to 74% over two releases.
- Combined support themes, sales objections, and product usage to separate a retention problem from low-demand feature requests, protecting a quarter of roadmap capacity.
- Led enterprise reporting from problem definition through rollout, reaching 68% adoption across eligible accounts in the first 90 days.
- Set outcome-based planning and weekly decision reviews for a product trio spanning design, engineering, analytics, and go-to-market.

Product Manager, Fieldhouse Software 2018 – 2022

- Owned quarterly platform priorities across API, permissions, and administration workflows used by 1,200 mid-market customers.
- Introduced discovery briefs that documented customer evidence, expected behavior change, and adoption measures before engineering commitment.
- Launched role-based administration after a 12-customer beta, reducing permission-related support volume 24%.

Associate Product Manager, Juniper Desk 2015 – 2018

- Analyzed onboarding funnels and support themes to prioritize workflow fixes for small-business customers.
- Coordinated release readiness across engineering, support, and customer success for monthly product updates.

Education

BA, Economics, University of Texas at Austin 2015

Projects

Customer evidence repository: Established a searchable research practice linking interview evidence, support themes, and product decisions across 5 teams.

Skills

Product: Product Strategy, Discovery, Prioritization, Roadmapping

Growth: Experimentation, Activation, Adoption, Retention

Tools: SQL, Amplitude, Figma, Jira