

INDY NELSON, CPM, CSP-PO, PMI-ACP, PMP

Senior Product Manager

Hayward, CA 94544 | 510-342-6503 | indy@berkeley.edu | linkedin.com/in/indynelson | indynelson.com

Certified Product Manager with 7+ years of product management experience covering product strategy, product development, product roadmap, go-to-market, and software development. Expert at cross-functional team leadership with background in analytics, cloud computing, enterprise-wide strategic initiatives, data science, e-commerce, and enterprise architecture.

PROFESSIONAL EXPERIENCE

Senior Product Manager, Merkle - San Francisco, CA 02/2022 - Present

- Led technical discussions to develop SQL based rule engine and wrote playbook in Confluence, identifying 57% of enterprise customers as terminated, and partnering with engineering to data purge from 15 petabytes of managed customer data.

Cloud Product Manager, Merkle - San Francisco, CA 09/2021 - 02/2022

- Reengineered enterprise customer lineage with 39% greater accuracy, linking 4.7K unmapped accounts to parent companies.
- Normalized legacy siloed information into enterprise view from 1.3M booking records and 860 attributes from 5 source systems.

Product Manager, Adobe - San Jose, CA 04/2021 - 09/2021

- Implemented renewals automation for enterprise subscription business, which generated \$3.2B in annual recurring revenue.
- Supported planning and delivery of run-the-business requirements for internal audience of 990 enterprise sales reps.
- Simplified At Risk process in Salesforce by joining requests to reduce time spent by 20% in \$250M annual attrition workflow.

Product Management Consultant, A&B Success - Norwalk, CA 10/2018 - 03/2020

- Assessed 350+ SaaS Apps and engineered system architecture diagram to run data flows within integrated cloud-hosted solution.
- Devised inventory control system to reduce product theft by 20% and overhauled RMA system to increase gross margin by 9%.
- Resolved disputes from 46-person sales team and coached three regional sales managers on problem-solving frameworks.
- Established value propositions based on market research to increase customer wins, resulting in annual revenue lift of \$1.3M.

Product Manager, Odyssey 196 - Berkeley, CA 03/2016 - 09/2018

- Prearranged 442 nights of accommodations in 225 locations, booked 302 flights on 126 airlines, and self-funded \$106K trip.
- Researched entry requirements, gathered visa documents, submitted paperwork, and received 85 disparate visas.
- Traveled to 196 countries to break the youngest and fastest world records, validated through 9.4K pages of documentation.

Technical Product Manager, Leverage - Berkeley, CA 01/2015 - 09/2015

- Functioned as product architect to conduct user research, translate feedback into features using voice of the customer method, formulated preliminary algorithms, and designed architectural requirements for SaaS lighting retrofit application driven by ML.
- Formed Agile team of eight, facilitated product ideation, owned product backlog, and established product roadmap.
- Pitched SaaS lighting retrofit application individually to 404 manufacturers during trade show, influencing 359 to commit.

Software Product Manager, Ledxchange - Boca Raton, FL 09/2014 - 08/2015

- Produced product vision, devised go-to-market strategy, owned product backlog, and managed stakeholder expectations.
- Headed UX/UI design phase to sketch wireframes, create mockups, and develop three product lines for e-commerce website.
- Led Agile development team of five to build lamp finder web app with 100K SKU database and received provisional patent.

Founder and CEO, LED Alternative Energy - Berkeley, CA 08/2013 - 09/2014

- Built financial model to calculate LED lighting payback period with 27% greater accuracy than industry standard models.
- Recruited software development team of nine, implemented Scrum methodology, and negotiated timelines with lead engineer.
- Formalized MoU with lighting distributor to streamline distribution and secured \$500K inventory for e-commerce website.
- Raised \$32K angel-seed investment, joined incubator, and built proprietary software that led to acquisition by Ledxchange.

EDUCATION

M.B.A., Quantic School of Business and Technology Expected 02/2023

B.S., Business Administration, University of California, Berkeley - Haas School of Business 08/2013 - 08/2016

CERTIFICATIONS

Certified Scrum Professional-Product Owner (CSP-PO), Scrum Alliance 04/2021

PMI Agile Certified Practitioner (PMI-ACP), Project Management Institute 01/2021

Certified Product Manager (CPM), Association of International Product Marketing and Management 09/2020

Project Management Professional (PMP), Project Management Institute 03/2020

TECHNICAL SKILLS

- **Frameworks & Methodologies:** Agile, Hybrid, Kanban, Lean, Scrum, SDLC, XP, Waterfall
- **Data Analytics:** Advanced Excel, Azure Data Studio, Google Analytics, Jupyter Notebook, Power BI, SQL, Tableau
- **Technical:** Atlassian suite (Jira/Confluence), Collibra, Lucidchart, Miro, Salesforce, SAP ECC, SAP HANA, WordPress