

Jordan Ellis

Senior Product Manager

jordan.ellis@example.com · (415) 555-0119 · San Francisco, CA · linkedin.com/in/jordanellis

SUMMARY

Product manager with seven years in B2B SaaS, most recently owning the billing product used by 22,000 businesses. Runs a weekly A/B testing and customer research practice, and turns it into a roadmap engineering and sales can plan against.

EXPERIENCE

Halcyon Software

Senior Product Manager, Billing

Jan 2023 – Present

San Francisco, CA

- Owned the product roadmap for billing, growing self-serve revenue by 31% in 2025 across 22,000 businesses.
- Launched usage-based pricing with sales and finance, moving 40% of accounts to the new plans in two quarters.
- Led 24 A/B testing experiments on checkout, raising trial-to-paid conversion from 9% to 13%.
- Wrote the SQL behind a churn analysis that redirected a quarter of engineering time to retention fixes.

Pinewell

Product Manager

May 2020 – Dec 2022

Oakland, CA

- Shipped a mobile onboarding flow that lifted week-one retention from 42% to 55%.
- Aligned design, engineering and support on a quarterly plan using OKRs, cutting missed launch dates by half.
- Defined the integrations marketplace from 60 customer interviews; it now carries 140 apps.

Pinewell

Associate Product Manager

Jul 2018 – Apr 2020

Oakland, CA

- Managed the Jira backlog for a team of eight engineers, delivering 11 releases on schedule.

SKILLS

Product: Product roadmap, A/B testing, OKRs, Go-to-market, Customer interviews

Tools: SQL, Amplitude, Jira, Figma

EDUCATION

University of Michigan

B.B.A. Business Administration

2014 – 2018