Chad Alderson

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HIGHLIGHTED EXPERIENCE

Principal Product Owner, SaaS *Chico, Ca.(remote)*   *July 2022 - April 2024*

PubRocket.fm is a generative AI marketing automation tool for podcast publishers and creators.

- **Product Management**: Defined product requirements and collaborated closely with Engineering to develop an end-to-end Go-To-Market (GTM) strategy.

- **UI Design and Engineering**: Designed and implemented the front end using Jinja2 and Tailwind CSS, ensuring a user-friendly interface for managing a user's Organizations, Shows, Episodes, and Cast.

- **Roadmap Planning and Execution**: Developed a customer-focused product strategy and roadmap aligned with business goals and technical capabilities. Worked directly with target customers to understand their needs and inform our requirements. Collaborated with cross-functional partners to design, build, and scale the product solution.

Chat with United States Geological Survey (USGS) Time Series Water Flow Data.

- Executed Product and UX strategy and tasks for an application utilizing GPT-4 to process chat-based input, enabling users to interact with nearly 1 billion real-time USGS water flow records nationwide.

CORPORATE EXPERIENCE

Product Owner, Web and Digital *Santa Clara, CA (remote)*   *Jun 2020 - April 2023*

DataStax Inc. is The One-stop GenAI Stack - Integrated with LangChain, Vercel, GitHub Copilot and more.

- Principal Product Owner and cross-functional team lead (7 directs), managing back-end and front-end web development, project management, brand management, creative digital marketing, and vendors.

- Created and orchestrated the plan to migrate and rebrand over **7,000 pages** of legacy content from Drupal to Sanity.io, enhancing the company's digital presence and user experience. [case study]

- Selected and collaborated with Transifex, our localization partner, to localize markets in NA (United States), EMEA (France and Germany), and APAC (Korea and Japan), **expanding our global reach**.

- Implemented an Asana ticketing and triage system, **reducing email requests by 80%**.

- Reduced the marketing campaign turnaround time **from 3 weeks to just 3 days**, accelerating our Go-To-Market(GTM) efforts and improving our market responsiveness.

- Executed various Product Marketing and Growth Marketing campaigns, focusing on both product-led growth (developer-focused) and sales-led growth (buyer-focused routes to market), contributing to a **10% increase in top of funnel sales leads**.

- Led the global web strategy and user experience, including design, CRO, SEO, roadmap, A/B testing, web dev, and ops for the enterprise website, leading to a **20% increase in website traffic**.

- Managed digital marketing tools, including SEMRush, Google Analytics, and Google Tag Manager, optimizing our digital marketing efforts and **improving our SEO ranking by 18%**.

Senior Product Manager *San Jose, CA (on site)*   *Feb 2005 - Mar 2010*

eBay, Inc. Research and Development - A/B Testing Platform.

- Principal Product Owner of eBay's proprietary A/B testing platform capable of processing millions of page views and sessions per day, managed a cross-functional team of 8 engineers, a systems architect, and a visual designer.

- Worked with cross-functional business partners to build consensus.

eBay, Inc. Vertical Search Experiences: Clothing and Accessories, Books Movies & Music.

- Principal Product Owner for on-site experiences in the Clothing and Accessories, Books, Movies & Music, Adult Only verticals.

- Developed requirements and roadmap for user personalization and clothing fitment, enhancing user experience, increasing customer satisfaction and driving customer retention.

eBay, Inc. Search Results Page (SRP).

- Principal Product Owner for SRP relevance, data normalization, optimization, and retrieval.

- Communicated various strategies, trade-offs and recommendations to influence senior executives.

- Revamped SRP with improved classification systems, increasing search relevance and purchases.

ENTREPRENEURIAL EXPERIENCE

Partner, Product Marketing *Chico, CA (remote)*   *Jan 2021 - 2024*

J's Shotgun Spread is a premium CPG (Consumer Packaged Goods) brand, delivering chef-crafted garlic, provolone, and parmesan condiments that elevate a variety of dishes.

- Led the design, engineering, and maintenance of a scalable e-commerce platform (Shopify), optimizing UX and B2B online sales through customer-focused, data-driven improvements and strategic feature enhancements.

- Led the branding effort and its execution across web and print media, while developing and implementing comprehensive digital marketing strategies that continue to drive brand recognition and product demand throughout the Western United States.

Partner, Product and Brand Management *Chico, CA (remote)*   *Jun 2017 - Mar 2021*

Barbless.co uses innovative technology and media to break down various tips, tactics, trends, and observations that help people become better anglers and conservationists - *"Know Better. Fish Better"*.

- Developed educational technology tools that aggregate real-time USGS water flow data, increasing anglers' effectiveness by educating them on the entire ecosystem. This user-focused approach deepened their understanding of the importance of water conservation and habitat restoration.

- Produced and hosted The Barbless Fly Fishing Podcast Network, collectively reaching **100,000 downloads** per episode with a **4.9** average Apple Podcasts rating.

Owner, Product Management and Sales *Chico, CA (remote)*   *Jul 2010 - Sep 2020*

AMP.build was a software engineering and design consultancy - *"No Bull, Just Build"*.

- Led the product definition, development and launch of multiple client SaaS solutions and services, resulting in an **Net Promoter Score of 91.**

- Prospected, closed, managed and grew client relationships.

- Conducting outside sales and contract negotiations.

- Recruited, hired, and mentored an exceptional team of contract engineers and creative professionals.

- Led comprehensive financial management, including P&L oversight, bidding strategies, budget optimization, financial forecasting, and cash flow management, driving sustained YoY revenue growth.

- Joined **DataStax** (a client at that time) to become full-time employees in 2020.

EDUCATION

BS in Business, Management Information Systems *Cal State Chico, CA*   *Jan 1995 - Dec 1999*

SKILLS

Management Skills

- Product Vision
- Roadmap Development
- Data-Driven Decision Making
- Agile Methodologies
- Project Management (Asana, Jira, MS Project, Productboard)
- Stakeholder Management
- Business Strategy
- Account Management
- SaaS Ownership
- Usability Studies
- Market Research
- Digital Strategy
- Sales

Technical Skills

- OpenAI & Anthropic APIs (intermediate)
- Mobile Web Development
- Mobile App Development
- HTML/CSS/Tailwind CSS
- UX/UI Design (Figma, Framer, Customer Validation, Usability Testing, Journey Mapping)
- Python (intermediate)
- CMS & SEO (Sanity.io, Cross-Platform CMS Migration (WordPress, Drupal, Sanity), SEOmoz)
- Shopify
- Analytics & Testing (Google Analytics, Mixpanel, Semrush Analytics, A/B Testing, Multivariate Testing, Iterative Testing, KPI Reporting)

Marketing & Content Creation

- Content Strategy
- Product Marketing
- Search Optimized Writing
- Podcast Production
- Podcast Host
- Podcast Guest Recruitment

CERTIFICATIONS

- [HubSpot Sales Enablement certified](#) – 2023 to 2025
- [HubSpot Content Marketing certified](#) – 2023 to 2025