

Travis Lydon

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SKILLS

Business	Product Management, Enterprise Software, Customer Interviews, Business Intelligence, User Engagement + Acquisition, ICP Documentation, Customer Retention, Pricing
Software	Trello/Asana/Monday/JIRA/Notion, Adobe Creative Suite, Figma/Zeplin, Excel/Google Sheets, Google Analytics, Logrocket, Zendesk, Braze, Rhino/3D Modelers
Design	Design Thinking, User Stories, User Experience Design, User Interface Design, Mobile Design, Wireframing
Technology	HTML, CSS, JavaScript, MySQL, Python, VR/AR, API structures, Quantitative Data Analysis, Agile/Scrum/Kanban
Strategy	Cross Functional Team Leadership, Innovation, Product Lifecycle, Product Roadmap, Lean Startup, A/B Testing, Stakeholder Management, Work Breakdown Structure

EXPERIENCE

GreenWave Product New York, NY [Remote]

Principal Product Manager 04/2023 - present

- Consult for multiple companies, advising on product direction while further developing product strategy. Conduct market research, competitor and SWOT analyses to further define product roadmap and positioning.
- Lead product discovery for a company in the e-learning industry by conducting competitive analysis to inform user onboarding flow, designed to increase conversion by 20% and increase average contract value by \$1,788.

Because Intelligence Tampa, FL [Remote]

Head of Product 04/2022 - 04/2023

- Led end-to-end development by owning the product roadmap, integrations, and customer success of a content automation platform for high-SKU e-commerce stores, focused on achieving product market fit and gaining market traction.
- Led roadmap execution by translating product vision into actionable tasks for engineering through providing requirements and prioritized feedback to reduce sprint carryover by 1.5 story points per week.
- Conducted competitive market analyses through direct customer interviews, creating a clear process of translating customer needs, pain points and future needs for both current and prospective customers. This feedback informed updates to pricing plans which yielded a 35% increase to average contract value.
- Managed hiring and provided mentorship for design and engineering teams through revised planning sessions and updated Trello workflows, increasing standup frequency and saving roughly 25% of time on deploy testing.
- Successfully executed partner integration with Klaviyo by leading requirements research, API documentation, product launch strategy (including marketing timelines) and customer training, resulting in an expansion of the product offering to 260+ integration partners and projected to drive a 1.25x increase in deal size.

Prizeout New York, NY

Director of Product Management 02/2020 - 04/2022

- Led product for a first-in-class suite of B2B2C products in the ad tech / payments space pairing partners looking to monetize withdrawals with brands looking to promote acquisition and retention through a unique solution.

- Partnered closely with operations leadership to drive strategic direction and development of our processes, technologies, vendor relationships and partner / merchant experiences to support our three-sided ecosystem.
- Led roadmap and core product feature development of our consumer-facing product, partner implementations and integrations, working closely with dev to ensure on-time delivery. Added \$1B+ of inventory to the platform in 8 integrations to leading aggregators, plus direct integrations into Shopify, WooCommerce, and Square.
- Built out a unique Accounts experience with a rewards program, branded funds wallet, and robust account security. Aimed to make Prizeout a more integral tool for customers, Accounts increased usage by almost 15%.
- Owned a wide range of cross-functional projects, ranging from International expansion and hiring to implementation and program management of our ISO-27001 accreditation efforts, with 100% completion and remediation of all identified non-conformities and opportunities for improvement during accreditation.

FleetWit *[Absorbed in founding of Prizeout]*

New York, NY

Senior Product Manager

04/2019 – 02/2020

- Led end-to-end development, product vision and roadmap, release and post-release iterations of a suite of products and apps within the skill gaming space focused on achieving user growth.
- Worked with CEO to explore a standalone trivia league implementation as a means to promote a different type of engagement with the FleetWit trivia question catalog. Conducted user research to identify opportunities and establish a concise MVP feature set, with the goal of using this new vehicle to reduce our CAC by 20%.
- Led engagement with an external agency focused on developing backend features for Trivia Leagues MVP. Provided API build structure, coordinated stakeholder engagement, and redlined contracts / proposed scopes to reduce expected cost by \$27k (42% of original estimate).
- Released two new apps from the FleetWit family, Quizcapade (Android) & Riddles (iOS) aimed at exploring a freemium model based on ad revenue. Marginally successful for no marketing budget, it showed a \$.37 ARPI.
- Led integration of Prizeout MVP into the FleetWit ecosystem. Provided hands-on support during analysis, design, development, testing, implementation, and post implementation phases for the first \$10k in orders.

Influenster *[Acquired by Bazaarvoice August 2019]*

New York, NY

Product Manager - User Retention

02/2018 – 04/2019

- Led end-to-end development, release and post-release iterations for a product discovery platform. Primary focus of the role was on user retention and member marketing, encapsulating everything from new feature development around member re-engagement to optimization of existing features through testing and analysis.
- Designed and implemented a full GDPR compliance plan in the first 3 months, facilitating vendor onboarding and coordinating required product updates for 100% compliance ahead of the May 25th deadline.
- Led Braze CRM Implementation, improving user lifecycle engagement with dynamic content and trigger-based messaging. Leveraged this integration to re-engage lapsed cohorts, increasing retained MAU 6% in month one.
- Launched a personalized content feed to increase time in-app and foster a "sticky" product experience while enhancing product discovery. Implemented lazy loading, resulting in a 30ms average reduction in load time.
- Developed social networking features aimed to re-engage lapsed users, which paired with the personalized content feed increased monthly active users by over 20% in roughly 4 months.

EDUCATION

Rensselaer Polytechnic Institute

Troy, NY

Bachelor of Architecture (Professional Degree)

2013