MARK PROGANO
Senior Product Manager

Data-Driven, Detail-Oriented,
Problem Solver

EXPERTISE

Product Management	8+ Yrs
Data & APIs	10+ Yrs
Web Technologies	13+ Yrs

SKILLS

Notable Competencies:
Complete Product Lifecycle, Product Strategy, Hypothesis Validation, Personas, Customer Interviews, Product Requirements (PRD), Roadmapping, Journey Maps, Agile Methodology, SCRUM, UX & Design Principles, Market Research, Data-Driven, Analysis & Visualization

Product & Design Tools:
Figma, Whimsical, ProductBoard, Miro, Affinity Designer, Adobe Suite

Organizational Tools:
Salesforce, Notion, Linear, Jira, Airtable, Asana, Keynote

AI & Data Tools:
OpenAI, LLMs, Looker, MixPanel, Hex, Mode, Excel, Optimizely, Heap, Google Analytics (GA4), Google Tag Manager

Languages & Syntax:
Python, Pandas, FastAPI, LangChain, LookML, APIs, SQL (PostgreSQL, RedShift, BigQuery), Vector Databases

CONTACT

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📞 203.943.9462

EXPERIENCE

Product Consultant
Various Companies   May 2023 – Present

Focused on Data-Driven Product Improvements

- Increase conversion by +71% for a CPG brand using Shopify by improving the user experience of the home & product pages.
- Outline success metrics and requirements for a health-focused app, enabling immediate insights and product improvements at launch.

Sr. Product Manager, Lead
Unstoppable Domains - *Product Team Laid-off*   Feb 2022 – Mar 2023

Web3 Identity & Domains

- Took over API and DevTools product teams — successfully rescued the launch of the bulk sales API and an overdue partner self-onboarding UX by aligning stakeholders and priorities.
- Improved revenue tracking accuracy to 99.2% and enabled cross-functional data-driven decisions by developing a company-wide KPI and supporting dashboards with pipelines to power it.
- Successfully by tripling (3x) the feature delivery of our roadmap with clear processes & cross-functional support.
- Established the company's first Data & Internal Tools team, which saved $300,000/year by reducing cross-department dependencies.
- Directly managed a team of three (3) data analysts — enabled 2x faster achievement of BD's goals through clear partner ROI insights.

Product Manager in Residence (SME)
Product School - *Part-Time Contractor*   Jul 2021 – Dec 2021

Product Management Education

- Outlined product practices as a subject matter expert focused on the improvement of the "Product Manager Certification" curriculum.
- Boosted satisfaction of my 4x/week Mentoring Sessions by +22% by conducting interviews & fostering empathy.

Sr. Product Manager
LeaseLock - *Mass Departures*   Jun 2020 – Jun 2021

Lease Insurance for Property Managers

- Saved $3M/year in costs by productizing the property disposition and reducing processing from several weeks to days (+85% productivity).
- Productizing the monthly insurance transaction summary validation with automatic checks and alerts which saved $200,000/year.
- Unified leasing data from multiple platforms while boosting integrity to 99.5% (+24%), creating a single source of truth for the Risk team.

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EDUCATION

SEPT. 2011

Bachelors of Science, Internet Marketing
Full Sail University

CERTIFICATIONS

Product Manager Certification (PMC)
Product School

Certified Data Analyst - Level I & II
Looker

SIDE PROJECTS

2023 – Present

Founder & Engineer
truffl

Self-organizing personal library to find & rediscover your saved digital content, enhanced by AI.

2020 – Present

Lead Moderator
Product School

Moderation and re-organization of the Slack group with 140,000+ Product Managers.

2019 – 2021

Founder & Designer
knowhere

Social app focused on bringing groups of friends together offline.

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🔗 **www.mprogano.com**

EXPERIENCE (CONT.)

Product Manager, Data Platform   May 2019 – Feb 2020
Renew Health - *Shutdown*

PBM & Modern Medication Management

- 50% increase in Data Science team's productivity by launching a HIPPA-compliant environment, process, and data library products.
- Created initial Product Process Lifecycle and organized company's first product SCRUM team.

Product Manager, Growth   Feb 2019 – May 2019
Renew Health - *Company Pivot*

Modern Medicare Brokerage

- Identified five market growth opportunities and boosted sales by +6% in 30 days, visualizing the user journey, testing user segmentation, and conducting A/B testing using Looker.

Lead Product Manager, Growth   Oct 2018 – Jan 2019
Steereo – *Contractor*

Rideshare-Based Music Promotional Platform

- Defined user flows, wireframes, and overall product strategy to drive a +31% platform growth across all interfaces and products

Co-Founder, Product & Technology   May 2017 – Oct 2018
Actively - *Shutdown*

AI-Powered Assistant for Managing Fitness Classes

- Launched an SMS-based AI booking assistant targeted at premium fitness studios, preferred by 84% to other booking options.

Co-Founder, Managing Director   Mar 2015 – Jul 2018
Happen St.

User-First Creative Agency & Startup Studio

Manager & Software Engineer   Jan 2010 – Mar 2015
Think Around Corners

Conversion Optimization and Analytics Agency

RECOMMENDATION

"Mark consistently demonstrated exceptional technical prowess and an innate ability to find ingenious solutions to complex problems. The feedback from his colleagues and team members was consistently glowing, highlighting his outstanding leadership skills and positive impact on projects."

— *Michael Williams, Former Head of Product @ Unstoppable Domains*