



SENIOR PRODUCT MANAGER

Charlie Rivera

EMAIL charles.rivera@me.com

PHONE +1 (425) 469-0753

LINKEDIN [in/charlesrivera](https://www.linkedin.com/in/charlesrivera)

WEB charlierivera.co

Carlos “Charlie” Rivera

Senior Product Manager

SUMMARY

Senior Product Manager with 10+ years leading cross-functional SaaS, EdTech, HRTech, healthtech, and digital media platforms. Strong fit for technical product roles requiring secure workflow design, API-driven delivery, AI/LLM product integration, data-heavy platforms, backlog ownership, and enterprise stakeholder management. Track record includes \$5M+ incremental revenue, 4.7x MRR growth, 37% conversion lift, secure content-delivery expansion worth \$2.3M ARR, and products serving 20M+ monthly users.

SKILLS

Product & Delivery: Roadmapping, Jira backlog ownership, RICE prioritization, Agile/Scrum, OKRs, sprint ceremonies, stakeholder alignment, executive roadmap reviews;

Platforms & APIs: REST/API integrations, API-driven workflows, headless CMS, React platform migration, Slack/Microsoft Teams APIs, DocuSign workflows, HRA EDITS API;

Security / Data / Compliance: Authenticated user experiences, access-controlled workflows, PII-sensitive data products, data privacy requirements, privacy-aware acceptance criteria, compliance-oriented product delivery;

AI & Analytics: GPT-4 API product integration, prompt/workflow design, AI-assisted prototyping, A/B testing, SQL, Amplitude, Segment, PowerBI, FullStory, VWO, Optimizely, Google Analytics;

Tools: Figma, Miro, Productboard, Aha!, Azure DevOps, Confluence, ClickUp, QuickBase, Contentful, WordPress, HubSpot.

EDUCATION

- **University of Montana, Missoula, MT - USA** 2008-2012
B.S. in International Business & Business Management

EMPLOYMENT HISTORY

100 Boulevard, Technical Product Manager 2026

100 Boulevard is a healthtech company building Medicaid eligibility and submission software for New York City's HRA ecosystem.

Activities and responsibilities:

- Owned end-to-end delivery of three Medicaid application types (Community New, Community Recertification, Hospital) on Submit-It within a three-month window, managing Jira backlog, acceptance criteria, and release sequencing.
- Partnered with engineering to decouple DocuSign envelope generation from form validation through a case_type field, reducing duplicated workflow logic and allowing hospital/community flows to evolve independently.
- Created Figma wireframes and UI specifications for dashboard, bulk upload, and application stepper features; facilitated the first live caseworker walkthrough, triaging UX issues into actionable tickets that shaped sprint priorities."
- Directed sprint ceremonies for a 6-person engineering team and coordinated requirements with SMEs and the client COO across Medicaid eligibility, document submission, and recertification workflows.

Achievements:

- Established a reusable four-layer data model in QuickBase that became the single source of truth for Medicaid eligibility logic, reducing cross-team ambiguity on form requirements and enabling faster onboarding of future application types.

Technologies/domains: Jira, QuickBase, DocuSign, HRA EDITS API, Claude Code, AI-assisted frontend mockups, Agile/Scrum.

Bizee, Senior Product Owner 2025-2026

Bizee is a leading online business formation and legal compliance platform that helps entrepreneurs launch and manage corporate entities.

Activities and responsibilities:

- Led multi-variant A/B testing program for site redesign, running 8 experiments across homepage, pricing, and checkout flows that increased Successful Purchase conversion by 37% over a 4-month cycle.
- Partnered with engineering on authenticated customer-dashboard workflows, including JWT-based session handling, to support secure access to subscription, compliance, and partner-integration areas across the Bizee customer portal.

Achievements:

- Scaled a new subscription product from \$11K to \$52K MRR (4.7x growth) over 8 months through funnel optimization, pricing experiments, and strategic co-branding.
- Boosted business banking revenue by 43% through data-driven optimizations of vendor partnerships, including funnel visibility improvements and segmented A/B testing.

Technologies/domains: PowerBI, FullStory, SQL, Figma, A/B Testing, RICE, partner integrations, subscription monetization.

Genius Group Limited, Senior Product Manager

2024-2025

Genius Group Limited is a global edtech company providing scalable digital education, AI-driven learning paths, and entrepreneurial courses to millions of students.

Activities and responsibilities:

- Led migration from a legacy front-end stack to React-based architecture, translating performance, routing, analytics, and release-readiness requirements into engineering backlog items.
- Owned a custom eCommerce platform serving hundreds of learning courses with integrated checkout, managing catalog structure, purchase flows, and payment logic across the storefront.
- Defined API, analytics, QA, and deployment acceptance criteria for 3 major platform releases across two distributed Scrum teams (10 engineers, 2 designers, 3 QA) in Singapore, India, and EMEA time zones.
- Partnered with engineering on AI guardrails for prompt structure, user-input handling, rate-limit-aware workflows, analytics instrumentation, and privacy-conscious treatment of student learning data.
- Mentored two junior PMs and standardized delivery rituals across parallel initiatives to improve clarity, release planning, and cross-team execution.

Achievements:

- Performance Improvements: Reduced page load time by approximately 40% (4.2s to 2.5s) and increased session duration by 25% following a React migration.
- AI Adoption: Launched a personalized GPT-4 study assistant, achieving 10,000+ users in the first quarter and raising NPS from 32 to 41.

Technologies: React, AI/LLM Product Integration (GPT-4 API), Scrum/Agile, Productboard, JIRA.

Libsyn, Senior Product Manager

2023

Libsyn is a pioneer and market-leading podcast hosting network, distribution infrastructure provider, and digital audio advertising platform.

Activities and responsibilities:

- Translated publication-error patterns into engineering requirements across content modeling, API handoffs, workflow validation, retry/error-state handling, and editorial QA before release.
- Coordinated distributed engineering/design teams across the US and Eastern Europe, maintaining 90-95% sprint goal completion across 8 two-week sprints.

Achievements:

- Launched 5 podcast production workflows (audio editing, transcription, show notes, RSS distribution, analytics dashboards), reducing average time-to-publish from 4.5 to 3 hours.
- Led CMS migration from WordPress to Contentful headless CMS to resolve recurring publication failures, reducing content publication errors from 12% to 3% and improving editorial workflow efficiency by 27%.
- Championed a company-wide product analytics framework using Amplitude and Segment, giving product and leadership teams visibility into adoption, workflow completion, and release impact.

Technologies/domains: Contentful headless CMS, WordPress, RSS workflows, API handoffs, Amplitude, Segment, Jira, Scrum.

Go1, Senior Product Manager

2022-2023

Go1 is an enterprise workplace learning ecosystem and content aggregator that serves thousands of businesses with integrated corporate training platforms.

Activities and responsibilities:

- Defined product requirements for secure playback flows, authenticated session handling, content-access rules, partner content entitlement logic, and analytics instrumentation for enterprise learning delivery.
- Partnered with engineering on acceptance criteria for protected content experiences, including user authorization states, embedded-player behavior, error handling, and prevention of unintended content access or leakage.

Achievements:

- Built a proprietary content playback platform for secure delivery of web-native and authenticated learning experiences, including SSO-enabled enterprise access, partner content entitlement rules, and playback controls that expanded playable content coverage by 32% and unblocked key enterprise partners worth \$2.3M ARR.
- Launched collaborative learning tools through Microsoft Teams and Slack API integrations, extending the developer ecosystem and reaching 15,000 MAU within 6 months.
- Defined roadmap strategy through market research, 25+ user interviews, behavioral analytics, and C-level stakeholder reviews, helping grow DAU by 27%.

Technologies/domains: Authenticated content delivery, API integrations, Microsoft Teams API, Slack API, entitlement/workflow rules, user research, Miro.

Payscale, Product Manager

2018-2022

Payscale is a compensation software and data company that provides data-driven salary research, compensation algorithms, and SaaS compliance tools.

Activities and responsibilities:

- Worked with sensitive compensation-data products where privacy, data quality, and user trust were core requirements; partnered with engineering and analytics on structured data capture, aggregation, and reporting flows.
- Collaborated with design and engineering to deliver responsive templates and UX improvements across high-volume, SEO-indexed salary pages.

Achievements:

- Drove over \$2M in incremental annual revenue through monetization of crowd-sourced salary data, including premium access tiers, optimized ad placements, and high-traffic salary-page conversion paths.
- Owned Payscale Salary Pages (6M+ indexed pages, 20M monthly users) and introduced structured A/B testing with VWO, running 24 experiments over 18 months and increasing submitted salary-data conversions by 22%.
- Led research initiative (16 interviews, 3 surveys, usability tests) that informed a full salary-survey redesign, improving completion rate from 34% to 51%.

Technologies/domains: Salary data products, SQL, VWO, Google Analytics, structured data capture, responsive templates, UX research.

PitchBook, Associate Product Manager

2016-2018

PitchBook is a premier financial data and software enterprise providing data, tracking, and research tools covering global venture capital, private equity, and M&A markets.

Activities and responsibilities:

- Led product initiatives to improve search relevance and data discoverability, reducing search result abandonment rate through improved filtering and ranking algorithms.
- Conducted 20+ user interviews and moderated usability testing sessions with institutional investors and PE professionals to validate feature requirements and guide prioritization.
- Partnered with two 6-person engineering teams and two UX designers to deliver 4 major feature releases using the waterfall methodology.

Technologies: Search/Ranking Algorithms, Usability Testing frameworks, Wireframing, Waterfall Methodologies.