KEVIN MIDDLETON

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SENIOR PRODUCT MANAGER

Seasoned Product Manager with **10+ years in SaaS** and platform development, with prior engineering and consulting experience. Led transformative projects at Oracle, Rocket Lawyer, Sendoso, and Lever, including **doubling Oracle's Engage network coverage**, **boosting Rocket Lawyer's eSign rates by 13%** and **mobile conversions by 5%**, and **expanding Sendoso's eGift catalog by 67%**. Known for managing complexity, driving cross-functional teams, and implementing data-driven strategies for global expansion and revenue growth.

SKILLS

Strategic: Product Strategy, B2B, Competitive Analysis, Product Roadmap & Vision, eCommerce & Marketplace Strategy, Customer Success
Management: Agile (Scrum, Kanban), Cross-Functional Leadership, Stakeholder Management, Team Building, Mentorship
Analytical & Research: Data-Driven, User-Centric Design, A/B Testing, Customer Research, Continuous Improvement, User Research
Technical: SQL, API Development, Integration, Test-Driven Development (TDD), Behavior-Driven Development (BDD), AI, LLM
Tools: Jira, Confluence, Trello, Slack, Github, Pivotal Tracker, Airtable, InVision, Figma, Full Story, Google Analytics, Mixpanel, Amplitude, Looker, Tableau, Metabase, LaunchDarkly, Optimizely, Zendesk, SurveyMonkey, ProductBoard, ProductPlan

PROFESSIONAL EXPERIENCE

LEVER (acquired by Employ July 2022), San Francisco, CA   2021 to 2023
(ATS/CRM platform for comprehensive talent acquisition.)

Senior Product Manager, HRIS Sync Lead

Created and drove the HRIS Sync product area from inception to launch, developing key API endpoints to synchronize Human Resources Information Systems (HRIS) and Lever. Launched features enhancing profile attributes and enabling org chart aware proxy approval for requisitions, postings, and offers. Future roadmap includes user provisioning, role assignment, org charts, user directories, and internal mobility.

- **HRIS Sync Creation & Launch:** Created and led the HRIS Sync product area and 7-member team at Lever. Successfully achieved a **0% to 37% product engagement rate** in the first quarter post-launch, along with improvements in 'Time to Hire' and 'Time to Fill' metrics.
- **End-to-End Product Discovery:** Collaborated closely with users to conduct research and both quantitative and qualitative analysis. Effectively captured and prioritized customer feedback, driving product innovations and ensuring alignment with company objectives.
- **Bulk Candidate Importer:** Launched a self-serve drag-and-drop interface for bulk candidate importing, **reducing upload times from days to minutes**, offloading work from support and implementation teams, and enhancing user experience and operational efficiency.
- **Cross-Functional Collaboration:** Engaged with professional services, implementation, customer success, and support teams, integrating internal and customer feedback into product development.

SENDOSO, San Francisco, CA   2021
(PLG digital and physical gifting platform boosting conversion rates and revenue.)

Senior Product Manager, Core Platform & eGift Global Expansion

Championed the vision and roadmap for Sendoso's eGift and digital gifting experiences, establishing a distinct competitive edge by broadening the company's offerings into untapped markets. Guided the Platform team's efforts to enhance the overall user experience and platform functionality.

- **Global Expansion & Partnerships:** Drove **23% U.S. and 67% international growth** in the eGift catalog by executing global expansion strategies and forging key vendor partnerships, broadening market reach.
- **Square Partnership:** Facilitated the expansion of local business support across the United States, Australia, Japan, the UK, and Canada by forging and executing a strategic partnership with Square, enhancing Sendoso's global market presence.
- **Fraud Prevention:** Prevented fraud worth **hundreds of thousands of dollars** by implementing two-factor authentication and AI-driven fraud detection systems, enhancing platform security and reinforcing customer trust.
- **Platform Revenue Drivers:** Directed feature tiering implementation and user onboarding optimization, contributing to revenue growth and improved customer experience.
- **Operational Efficiency:** Enhanced internal tools to simplify eGift deactivation and refund processes, enabling Support to resolve issues without Engineering intervention, leading to **faster issue resolution**.

ROCKET LAWYER, San Francisco, CA   2018 to 2021
(eCommerce company that provides individuals and small to medium-sized businesses with online legal services.)

Senior Product Manager, Core Product & Platform

Developed and executed product strategies for Rocket Lawyer's Platform and Legal Documentation teams, driving innovation and growth. Collaborated closely with cross-functional teams and C-suite leadership to create and guide initiatives, develop and maintain product roadmaps.

- **New Line of Business Launch:** Created and launched co-branded partner sites featuring OpenID Connect authentication and customizable pricing, content, and features; accounted for **16% of all European traffic** and established a **new revenue channel**.
- **Revenue Growth:** Increased mobile gross conversion rates by **5%**, contributing significantly to the legal document product line that represents **90% of U.S. revenue**, through targeted A/B testing and strategic user experience enhancements.
- **Product Integration:** Boosted eSign start rates by **13%** through the strategic integration of Legal Documents with RocketSign, enhancing overall user experience and product efficiency.
- **Data Instrumentation:** Achieved **record-breaking gross conversion rate hours** by developing custom analytics tools that linked platform performance with conversion metrics, coupled with strategic enhancements to the checkout process.
- **Strategic Planning:** Collaborated closely with cross-functional teams and C-suite leadership to establish and maintain product roadmaps, ensuring alignment with company objectives and customer needs.

ORACLE, San Francisco, CA   2013 to 2018
(A cloud technology company that provides organizations computing infrastructure and software.)

Senior Product Manager, Engage, Integrations, & Social Network Expansion (2016 to 2018)

Promoted to lead Oracle Social Cloud's Engage product, managing cross-functional and international teams, including two scrum teams and three UX/UI designers. Focused on driving platform innovation, enhancing customer applications, and facilitating seamless external partner integrations.

- **Social Network Expansion**: Doubled network coverage for Oracle Social Cloud's suite of apps by leading a team to integrate LinkedIn, Instagram, Sina Weibo, and Tumblr, satisfying high-priority customer demands and fortifying our market position.
- **Product Relaunch**: Led a complete overhaul of Oracle's Social Engage application with **32 new features in 12 months**, by orchestrating a complete overhaul using JavaScript React and new API endpoints, driven by customer feedback and beta testing.
- **World-Class Cloud Integrations**: Managed **cross-app** and **cross-cloud integration** of Engage with Publish, Analytics, Visual Insights, Admin apps, and Oracle's Marketing, Sales, and Service clouds, alongside driving the internationalization effort across **30 languages**, amplifying global reach targeting EMEA and APAC regions and boosting cross-platform operational efficiency.
- **Go-To-Market Strategy**: Successfully executed comprehensive product rollouts by coordinating with Customer Success, Marketing, and Sales teams, ensuring effective market penetration and alignment with strategic business goals.

CACI INTERNATIONAL, Arlington, VA   2007 to 2013
(Expertise and technology for government transformation in defense, intelligence, and civilian sectors.)

Product Specialist and User Advocate

Engaged in key roles for upgrading financial management systems at government agencies, holding Top Secret clearance. Directed User Acceptance Testing (UAT), ensuring compliance with stringent client requirements and leading a team focused on successful product deployments.

- **Government Financial Transformation**: Directed User Acceptance Testing (UAT) for large-scale financial system upgrades, impacting projects with budgets up to **$200M**, achieved through strategic coordination with government agencies and internal teams.
- **Team Leadership**: Led a **10-person team** to rapidly address and resolve tier 2 issues post-upgrade, significantly enhancing customer satisfaction and operational smoothness, by coordinating with change management, training teams, and analyzing customer issue trends.

CGI FEDERAL, Lebanon, VA   2006 to 2007
(Providing IT solutions for U.S. federal agencies to modernize financial systems and enhance operational efficiency.)

Software Engineer & QA Automation

Engaged in a dual role at CGI Federal, initially as a C++ Software Engineer and later transitioning to QA Automation. Focused on developing and maintaining the Momentum financial management product, and ensured the highest software standards through comprehensive system testing and expert knowledge in various subsystems.

- **Engineer Role Transition**: Successfully transitioned from C++ development to QA & Automation.
- **Comprehensive System Testing**: Oversaw extensive system testing, including defect, build, release, and platform testing, ensuring product reliability and performance.
- **Subject Matter Expertise**: Subject matter expert in acquisitions, vendors, fixed assets, and general systems.

CERTIFICATIONS

Product-led Certification, Pendo (2023)

Introduction to Generative AI, Google (2023)

Certified Scrum Product Owner (CSPO), Scrum Alliance (2013)

Product-Led Growth Fundamentals Certification, ProductLed (2023)

AI for Product Management, Pendo (2023)

Product Analytics Certification, Pendo (2023)

Certified ScrumMaster (CSM), Scrum Alliance (2013)

Certified Management Consultant (CMC), Institute of Management Consultants USA (2010)

EDUCATION

Bachelor of Science in Business Information Technology, Virginia Tech, Blacksburg, VA (2005)