

Alex J Meyers

Senior Product Manager & Entrepreneur

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ABOUT

I have worked as a product manager for 8+ years at large companies including eBay & Compass as well as small startups that I have co-founded or contracted with. I am an entrepreneur and weekend developer with a passion for building great products.

I am looking for senior product management roles where I can blend my love for UX and my deep technical knowledge to build beautiful experiences.

Education

Cornell University 2011 – 2015
Information Science & Business

Studied Information Science which was a mix of Computer Science and Human Computer Interaction (HCI)

Skills

Product

Product Management, Roadmapping, Agile Development, Scrum, Data Analysis, Project Management, Wireframing, User Research

Engineering

AWS, GCP, Firebase, React, Next.js, Elasticsearch, Nodes.js, Meteor, Ruby on Rails, SQL, NoSQL, MongoDB, Vercel

Analytics

Heap Analytics, Looker, Google Analytics, Full Story, Microsoft Clarity

Leadership

Guest Speaking at Product School

Hosted presentations about “How to research your problem area” and “Collaboration in Product Management”

Startup Mentorship at Cornell University

Guest speaker teaching product to entrepreneurs & member of advisory board for Cornell startups

Experience

Myworkouts & High School Workouts 2020 – present
Founder & CEO

- Invented & engineered a proprietary catalog of 5k+ exercises/workouts to create the "Google of workouts"
- Managed a team of 4 virtual assistants & 4 engineers to develop the fitness catalog and product
- Grew site usage to 800 WAUs & 11,000 monthly visitors through organic SEO
- Trialed paid subscriptions for premium features - identified/tested 4 pivots leaning into our core competencies
- Engineered www.myworkouts.io with NextJS, Node.js, Elasticsearch, MongoDB, GCP, AWS, Vercel

Future Foundry & Bolder Money 2021 – present
Senior Product Manager

- Managed 6 accounts for Future Foundry as the Product Lead & Account Manager owning contract success, client relationship, contract budget, and engineering & design execution
- Led product for Bolder Money to launch a mobile app to drive conversion of new users & improve communication between coaches & clients
- Launched & managed 3 e-commerce stores for Innovation Beverage Group's D2C alcohol businesses working on both the UX & fulfillment API
- Drove product roadmap for custom software for a VC firm to manage 300+ portfolio companies & web apps to communicate with Limited Partners

Compass 2018 – 2021
Senior Product Manager - Building Pages, CRM & Marketing Center

- Launched 1m+ Building Pages to enable NYC & Chicago agents & consumers to do market research on apartments to help close more deals
- Created & executed a roadmap to drive Building Page adoption from 5% WAU to 60% WAU in 8 months for Compass NYC agents
- Overhauled Compass's MVP contact management to a fully-functioning CRM to help agents to retain client relationships and tie messaging into the Compass marketing platform
- Led M&A w/Contactually & onboarded the team to deliver the product roadmap
- Transitioned template-driven agent marketing tools to flexible canvas editor to reduce costs for supporting custom agent marketing materials

eBay 2015 – 2018
Product Manager - Growth, Navigation & Verticals

- Acquired over 5 million new buyers in 8 months with features launched in 2018
- First PM on the Buyer Growth team dedicated to acquiring new buyers globally
- Conducted quantitative & qualitative analysis to identify points of friction in the shopping journey & executed a plan to optimize these drop-off points with a mix of educational prompts, removed login barriers, and targeted coupons
- Improved SEO rankings of top-level category pages, which contributed to 7% of eBay’s GMV
- Increased buyer engagement by 11% of category pages, merchandising pages & eBay Stores
- Developed a new platform to inject targeted cross-functional experiences for new buyers on eBay

MacroFuel Food 2015 – 2017
Co-founder & CTO

- Converted \$30,000 in sales for MacroFuel on a custom-built e-commerce store in React & Node.js using Braintree for payments & custom 3rd party fulfillment API
- Helped raise \$22,000 Kickstarter campaign

Daapr 2013 – 2015
Co-founder & CTO

- Supervised team of 11 & launched 1600+ user beta app
- Developed & managed a new social media platform focused on posting article and video content
- Product managed the team & led engineering while coding w/Ruby on Rails, Chef & React leveraging Heroku & AWS