

Avery Johnson

Product Manager

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PROFESSIONAL SUMMARY

Product Manager with 8 years leading B2B SaaS initiatives across workflow automation, onboarding, pricing, and retention. Strong at connecting customer insight, delivery execution, and metrics that improve adoption, expansion, and roadmap confidence.

EXPERIENCE

Senior Product Manager

03/2022 - Present, New York, NY

SignalDesk

- Launched workflow automation features that increased expansion revenue from existing accounts by 19%
- Introduced a decision framework for roadmap prioritization, reducing backlog debate time by 30% and improving stakeholder alignment
- Partnered with pricing and sales teams on packaging experiments that lifted average revenue per account by 8%

Product Manager

06/2018 - 02/2022, Remote

Orbit Health

- Reduced patient onboarding drop-off by 17% through a phased activation redesign backed by qualitative research and funnel analysis
- Established a monthly discovery cadence of customer interviews and support-call review that informed roadmap priorities and copy changes
- Improved roadmap delivery predictability to 91% by tightening scope, acceptance criteria, and weekly cross-functional review rituals

EDUCATION

B.S. in Economics

05/2018

Indiana University Bloomington

- Minor in Informatics. Focused on product analytics, market strategy, and experimentation

SKILLS

Product Strategy, Roadmapping, Experimentation, User Research, SQL, Stakeholder Management, Amplitude, pricing strategy, backlog prioritization, go-to-market planning, KPI frameworks, agile delivery.

CERTIFICATIONS & PROGRAMS

- Pragmatic Institute PMC Level I, 2024
- Reforge Product Strategy Program, 2025

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