

Ethan Walsh

Product Manager · Growth & Platform

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SUMMARY

Outcome-driven product manager with 7 years shipping B2B and consumer software. Pairs sharp discovery with disciplined experimentation to move activation, retention, and revenue.

EXPERIENCE

Senior Product Manager, Growth · Spotify

Apr 2021 – Present

New York, NY

- Led an onboarding redesign that lifted new-user activation 17% (A/B tested, 2M users).
- Drove a referral program contributing \$9M in incremental annual revenue.
- Ran discovery with 40+ user interviews to reprioritize a roadmap behind one north-star metric.
- Cut 30-day churn 9% by sequencing lifecycle nudges off an event-based propensity model.

Product Manager · Squarespace

Jun 2018 – Mar 2021

New York, NY

- Shipped a templates marketplace that grew paid conversions 12%.
- Partnered with design and eng to cut time-to-first-site 30%.
- Ran a quarterly experiment program that shipped 18 tests, 6 of them launched.
- Owned the pricing-page redesign that improved trial-to-paid conversion 8%.

Associate Product Manager · Warby Parker

Jul 2016 – May 2018

New York, NY

- Launched a virtual try-on flow that increased add-to-cart rate 14%.
- Defined analytics instrumentation that became the team's funnel source of truth.

EDUCATION

B.S. Information Systems · New York University

May 2016

SKILLS

Product: Discovery, Roadmapping, A/B testing, Prioritization, Analytics, User research

Technical: SQL, Amplitude, Experiment design, API design

Tools: Jira, Figma, Productboard, Notion, Looker

CERTIFICATIONS

Certified Scrum Product Owner (CSPO) · Pragmatic Institute — Product Management Certified (PMC-III)