

Ian Griesdorn - Product Manager

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SUMMARY

Product leader with over 7 years of experience driving consumer financial products from ideation to release. Proven ability to partner closely with cross-functional teams to deliver intuitive SaaS and fintech products. Expert in using both qualitative and quantitative insights to guide strategy, define roadmaps, and ensure high-quality execution from strategy through agile sprints.

WORK EXPERIENCE

Goodleap

07/2024 - Present

Product Manager

- Built a Generative AI Pricing Tool that increased Loan Officer efficiency by 25%.
- Launched a user-centric MVP document tracking tool, increasing engagement by 125%.
- Rolled out a new loan product, boosting loan volume by \$78M through close collaboration with cross-functional teams.
- Prioritized strategies based on evolving needs, ensuring alignment across engineering, design, sales, and service teams.

Fanatics

01/2024 - 07/2024

Product Manager

- Organized a Data Analytics scrum team to meet Financial Compliance standards across the Microstrategy Reporting System.
- Ensured accuracy across MicroStrategy reporting systems for billion-dollar audits in collaboration with Accounting and Engineering.

Own Up

11/2021 - 10/2023

Senior Product Manager

- Led cross-functional teams to develop and launch a refreshed homepage, increasing customer onboarding and conversion by 27%.
- Researched and iterated a new product experience, resulting in a net 144% increase in shopper conversion into the product funnel.
- Built and launched a new product from 0 to 1, by defining MVP requirements with stakeholders, resulting in a product that generated 30% of the company's monthly revenue.

Suncoast Credit Union

03/2020 - 11/2021

Product Owner

- Launched a new membership application, leading to a 20% increase in new accounts with multiple products by building a product from 0 to 1.
- Developed an API-driven fraud detection system that reduced fraudulent account openings by 95%.
- Collaborated with Data Analytics and Engineering teams to resolve issues, leading to a 25% increase in digital banking log-ins post-account opening.

Connectwise

09/2018 - 03/2020

Product Manager

- Streamlined the trial experience, decreasing onboarding time by 87%.
- Collaborated with stakeholders and customers to enhance the Command Prompt tool, increasing engagement by 35% and improving the NPS score by 15%.

EDUCATION

University of Toledo

Bachelor's of Business Administration

Major: Information Systems

SKILLS

Product: Product lifecycle management, Product Led Growth (PLG), User centered design, Data driven decision making, Competitive analysis, Product roadmapping, Customer obsessed mindset, Activation rates, Churn reduction, Market research, User experience, Prototyping

Project: Cross-functional team leadership, Jira, Confluence, Linear, UI/UX Design Tools, Figma, Agile, Scrum, Kanban

Intangible: Customer feedback, Communication skills, Problem solving skills, Presentation skills

Technical: User session analysis (Fullstory), Hubspot, A/B Testing, SQL, Quantitative and Qualitative data analysis, Looker