Marcus Reed

Product Manager | B2B Platforms, Integrations & Workflow Automation

Sydney, NSW · +61 491 570 110 · marcus.reed@example.com · linkedin.com/in/marcus-reed

SUMMARY

Product manager with eight years of experience in B2B SaaS, seven of them in product management, focused on integrations, admin tooling and workflow automation for finance and professional services teams. Runs discovery with administrators and implementation consultants, and turns what they need into roadmaps engineering can deliver in stages.

SKILLS

Product	B2B platform roadmaps, Integration strategy, Discovery, Prioritisation, API product management
Delivery	Release planning, Deprecation and migration plans, Agile delivery, Service design
Measurement	Adoption funnels, SQL, Amplitude, Segment, Customer research

EXPERIENCE

Product Manager, Platform — Sep 2021 – Present

Approvebase · Sydney, NSW

Integrations and admin tooling for an accounts payable product used by about 900 mid-sized businesses.

- Own the partner integration roadmap across accounting, ERP and banking connectors; activated integrations per customer rose 29% over 18 months.
- Prioritised self-service configuration for approval rules and cost centres, reducing implementation effort by about 35 hours per enterprise customer.
- Ran discovery with 26 finance administrators and implementation consultants, then rebuilt the integration setup flow around the three tasks behind most escalations.
- Led the retirement of a legacy CSV connector used by 140 customers, with a migration guide, in-app notices and weekly check-ins with customer success; 131 moved before the cut-off.
- Wrote the public API changelog and deprecation policy with engineering, giving partners six months' notice of breaking changes.
- Run a monthly platform review that aligns engineering, partnerships, support and sales on quarterly outcomes.

Product Manager — Feb 2019 – Aug 2021

Briefpath · Sydney, NSW

Workflow software for accounting and legal firms; product manager for approvals and notifications.

- Launched an approvals workflow that reached 1,200 monthly active administrators within six months.
- Introduced one-page problem briefs and outcome reviews; low-confidence roadmap items fell 24% across two planning cycles.
- Worked with the data team on an approvals adoption dashboard that account managers used in quarterly reviews with the largest customers.

- Ran quarterly customer advisory sessions with eight accounting and legal firms to test roadmap priorities.

Business Analyst

Feb 2018 – Jan 2019

Briefpath · Sydney, NSW

Requirements and user acceptance testing for the client portal rebuild.

- Wrote requirements and acceptance criteria for the client portal rebuild and ran user acceptance testing with 30 users across four firms.
- Documented the approval rules of the ten largest customers, which later became the basis of the approvals product.

EDUCATION

Bachelor of Information Systems

Feb 2014 – Nov 2017

University of New South Wales · Business technology