

Jordan Lee

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Senior Product Manager | Growth, Activation & Experimentation

PROFESSIONAL SUMMARY

Product manager focused on onboarding, experimentation, analytics, and cross-functional delivery for SaaS growth teams. Turns customer evidence into measurable roadmap decisions while keeping commercial claims and unsupported ownership clearly qualified.

SKILLS

Product strategy: Growth strategy · Activation roadmaps · Discovery · Prioritisation · Experiment design

Measurement: Product analytics · Cohort analysis · SQL · A/B testing · Funnel optimisation

Leadership: Stakeholder alignment · Roadmap communication · Team facilitation · Customer research

EXPERIENCE

Senior Product Manager, Growth · Northstar Product 2022–Present
Sydney, NSW

- Owned the activation roadmap across product, design, engineering, data, and lifecycle marketing.
- Led twelve onboarding experiments and improved activation by 18% for the priority customer cohort.
- Defined activation cohorts and experiment readouts used in monthly product reviews.

Scope: Partner with go-to-market teams on conversion goals while keeping direct revenue accountability explicit.

Product Manager · Harbor Apps 2018–2022
Sydney, NSW

- Reworked trial onboarding and reduced time to first meaningful action by 23%.
- Created a customer evidence library that helped three squads connect roadmap decisions to recurring needs.

Scope: Led discovery, launch planning, and post-release reviews for self-serve experiences.

EDUCATION

Bachelor of Business · University of Technology Sydney 2014–2017
Marketing and Product Management