

# ERIC BELTRAN

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Impactful product manager who loves to help companies build the right products for their customers. Key contributor towards scaling three successful SaaS companies through positive exits. Currently managing a portfolio of four products at a \$2B real estate technology company.

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## EXPERIENCE

### Lead Product Manager, Automation & Productivity - Compass

Feb 2022 - Present / Remote

- Created a 3+ year product roadmap to stand up and leverage an Automation as a Service (AaaS) platform to help customers shorten their sales cycle by automating repetitive tasks.
- Set OKRs, led product vision workshops, and defined strategy for a newly formed automation platform team.
- Collaborated closely with engineering leaders, design managers, product marketing, and research to define our MVP, communicate its value proposition, and execute our product launch plan.
- Launched “Action Plans”, our first AaaS product helping customers transact an additional 1.25 deals annually.

### Senior Product Manager II - Compass

Sept 2019 - Feb 2022 / D.C., NYC, & Remote

- Created a 2+ year product roadmap focused on helping customers manage their business more efficiently through an integrated set of productivity tools (“Productivity Suite” – tasks, calendar, and notes).
- Launched the Productivity Suite in nine months using accelerated product development practices including an away team model, microservice architecture, and reusable components.
- Increased our WAU engagement by 25% and reduced product usage churn by 15%.
- Managed three product managers who own these product lines. Offered coaching, mentorship, and guidance to direct reports through weekly conversations and quarterly performance reviews.

### Senior Product Manager - Compass

Feb 2019 - Sept 2019 / D.C. & NYC

- Conducted a national customer study consisting of both quantitative analysis and qualitative efforts. Identified critical customer problems and presented key opportunities to the Company C-Suite.
- Cultivated deeper customer empathy and elevated our team culture by introducing several new processes including a monthly virtual lunch with a customer, weekly FullStory popcorn sessions, and quarterly competitive analysis reports.

### Director Product Management - Contactually (acquired by Compass)

Aug 2018 - Feb 2019 / D.C.

- Managed strategic multi-million dollar partnership and led efforts towards exceeding expectations in highly complex and technical deliverables per the licensing agreement.
- Regularly met with our strategic partner, Compass, to consult on their product goals, gather new requirements, and report on milestone progress.
- Led efforts to productize and publicize our API, regularly met with integration partners to consult on API usage, and maintained relationships within the developer community.

### Senior Product Manager - Contactually (acquired by Compass)

Feb 2017 - July 2018 / D.C.

- Lead parallel strategic efforts to optimize our customer experience by improving customer lifecycle metrics. Improvements included a 25% increase in new customer conversion, a 15% decrease in new customer churn, and a 20% increase in new customer WAU/MAU ratios.
- Introduced a programmatic and scalable onboarding experience over expensive in-person virtual training. Updated experience enabled our inside sales team to shift focus towards our growing enterprise business, leading to an 85% increase in enterprise contracts.

**Product Manager** - K12 Insight

Apr 2013 - Jan 2017 / Herndon, VA

- Worked directly with the CEO to create a product roadmap for an innovative SaaS product to help school districts provide great customer service experiences in their communities.
- Managed zero-to-one effort to stand up a new product line and oversaw successful launch within scope and timeline. Managed product updates and iterations as we onboarded over 300 school districts.

**Project Manager** - K12, Inc.

Sept 2010 - Apr 2013 / Herndon, VA & Portland, OR

- Oversaw and led a team of developers to build and maintain online courses for virtual public academies.
- Managed support requests and complete overhaul of our student online curriculum experiences.

**Team Lead, Developer** - KC Distance Learning (acquired by K12, Inc.)

Mar 2008 - Sept 2010 / Portland, OR

## EDUCATION

**General Assembly** - Product Management Boot Camp

2016 / D.C.

**Minot State University** - M.S. Management of Information Systems

2014 - 2016 / Remote

**University of Oregon** - B.A. Digital Media & Multimedia Design

2002 - 2007 / Eugene, OR

**University of Oregon** - B.A. International Studies: Human Rights

2002 - 2007 / Eugene, OR

## COMMUNITY INVOLVEMENT

**Guest Speaker** - Georgetown University, McDonough School of Business

Nov 2018 / D.C.

- Guest speaker for the Georgetown MBA Tech Career Day. Spoke on a small panel to over one hundred MBA students about the field of product management. Mentor several of the attendees in their product careers to this day.