

# Alex J Meyers

## Staff Product Manager & Entrepreneur

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### ABOUT

With 11+ years in product management and tech leadership at eBay and startups, I excel in execution & team development. As an entrepreneur and weekend developer, I'm driven to create outstanding products.

I am comfortable wearing many hats & moving fast to deliver results. I love building great teams and helping everyone to level up their skills.

Now, I'm seeking roles that combine my technical expertise and passion for great UX.

## Education

Cornell University 2011 – 2015  
Information Science & Business

Focus: Computer Science and Human Computer Interaction (HCI)

## Skills

### Product

Product Management, Execution, Roadmapping, Agile Development, Scrum, Data Analysis, Project Management, Wire-framing, User Research, Machine Learning Product Management, Product Marketing, GTM Strategy

### Engineering

OpenAI APIs, Python, AWS, GCP, Firebase, React, Next.js, Elasticsearch, Nodes.js, Meteor, Ruby on Rails, SQL, NoSQL, MongoDB, Vercel

### Business Strategy

Competitive Research, Business Case, Opportunity Assessments, OPEX, Profit & Loss

### Analytics

Competent in analytics software such as Heap Analytics, Looker, Google Analytics, Full Story, Microsoft Clarity

## Leadership

### Startup Mentorship at Cornell University

Hosted 8 guest speaker events teaching product to entrepreneurs & member of advisory board for 9 Cornell startups

### Guest Speaking at Product School

Hosted presentations about "How to research your problem area" and "Collaboration in Product Management"

## Experience

### Kordis Co-founder & CTO

2022 – present

- Recruited & managed 10 person eng, product & design team distributed globally
- Built Financial Planning & Analysis (FP&A) software used to manage & scale the Fractional CFO consulting business to grow its monthly revenue 2,000% in its first year
- Developed GTM strategy for selling FP&A software to external Fractional CFOs

### Freelance Consulting Senior Product Manager

2021 – 2023

- Managed 6 accounts responsible for 20% of revenue for Future Foundry. Owned contract success, client relationship, contract budget, and eng/design execution
- Increased automation of financial coaching workflows at Bolder Money, reducing service time by 30%, doubling client capacity, and boosting profit margin by 25%
- Launched & managed 3 D2C e-commerce stores for Innovation Beverage Group, developing UX improvements & fulfillment APIs to process 30% of GMV
- Built custom software for a VC firm to manage 300+ portfolio companies shipping features to track portfolio company KPIs, co-investors, cap tables, and deal stages

### Compass Senior Product Manager - CRM, Building Pages & Marketing Center

2018 – 2021

- Led product & drove strategy for CRM, Building Pages & Marketing Center
- SPM 1: Based on agent user research, overhauled Compass's MVP contact management to a fully-functioning CRM in order to increase client retention. Unified Compass's user data, real estate data, and marketing tools to create automation workflows specific to real-estate client relationship mgmt
- SPM 1: Led M&A integration with Contactually. Onboarded the team and led their roadmap grooming to incorporate it into the greater Compass product vision
- SPM 1: Launched 1M+ building pages to enable NYC & Chicago agents & consumers to do market research on buildings to help close more deals. Increased building page adoption from 5% WAU to 60% WAU in 8 months, reducing deal close time by 23%.
- SPM 2: Transitioned template-driven agent marketing tools to flexible canvas editor to reduce costs by 22% for supporting custom agent marketing materials

### eBay Product Manager - Growth, Navigation & Verticals

2015 – 2018

- Managed product for Growth, Verticals & Navigation for the Buyer Experience collaborating & driving alignment with legal, marketing, vertical business units, i18n & across teams
- PM 3: Acquired over 5 million new buyers in 8 months. Developed a new platform using machine learning to identify potential new buyers and filter out bad actors, in order to inject targeted cross-functional experiences to convert potential new buyers to make their first purchase
- PM 3: Conducted quantitative & qualitative analysis to identify points of friction in the shopping journey & executed a plan to optimize these drop-off points with a mix of onboarding educational prompts, removed login barriers, and targeted coupons. Tried solutions with A/B testing
- PM 2: Increased buyer engagement by 11% for category pages, merchandising pages & eBay Stores leading to an overall 31% decrease in exit rate by improving visual shopping & recommendations
- PM 1: Improved SEO rankings of top-level category pages by converting image-maps with non-canonical links to text-based modules with canonical URL linking. This improvement was a core contributor to SEO's GMV share (7%)

### Co-founder & CEO/CTO - Myworkouts, daapr, MacroFuel,

2013 – 2022

- Invented & engineered a proprietary catalog of 5k+ exercises/workouts to create the "Google of workouts" called Myworkouts that enabled TF-IDF search science principles on workout plans
- Coded the MVP search engine for Myworkouts with Node.js & NextJS. As CEO, managed a team of 8 engineers & virtual assistants to build the fitness catalog and product
- Grew Myworkouts usage to 1.1k WAUs & 14k monthly visitors through organic SEO
- Recruited & managed daapr engineering & design team of 11 & launched 1.6k+ member community
- Product manager, engineering lead & engineering contributor for the daapr team building w/Ruby on Rails, Chef, React, Heroku & AWS
- Converted \$30k in sales for MacroFuel using a custom-built e-commerce store in React & Node.js integrating with Braintree for payments & custom 3rd party fulfillment API
- Raised \$22k Kickstarter campaign for MacroFuel launch