

Josh Loftis | Senior Product Manager

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EXPERIENCE

Senior Product Manager • Miro | June 2022 - Present

- Led the development and beta launch of Miro Video Calls, achieving double the weekly active users compared to the previous solution by focusing on ease of use and integration with existing workflows.
- Collaborated with design and infrastructure teams to align Video Calls development with company-wide initiatives and architectural changes.
- Pioneered templated experiences for Around, boosting 6-week retention by 40% to achieve 55% overall retention rates.
- Initiated a strategic transformation of Around with features like transcription and AI-generated summaries, establishing and positioning the platform as a single source of truth for engineering, product, and design teams.
- Conducted in-depth user research to identify and address churn drivers, aligning feature priorities to directly tackle user pain points.
- Mentored and coached junior product managers, fostering growth in areas such as roadmap prioritization, data-driven decision-making, and product management fundamentals.

Product Manager • Around (acquired by Miro) | Aug 2021 - June 2022

- Spearheaded development of meeting recording features and an immersive playback experience, driving a 30% improvement in retention over 12 weeks.
- Identified and enhanced key user onboarding moments to improve discoverability and speed up feature adoption.
- Collaborated with engineering leadership to streamline the development process, improving both developer velocity and satisfaction.
- Launched core analytics dashboards to provide actionable insights, standardizing how the product team measured and addressed health metrics.

Product Manager • Cypress.io | Mar 2020 – August 2021

- Drove 42% month-over-month growth for Cypress open-source products through targeted roadmap creation and elimination of conversion barriers.
- Boosted returning user rates 2x by focusing on friction points and critical conversion barriers.
- Led the implementation of Agile Scrum methodologies across teams, enhancing cross-functional collaboration and delivery pace.

Product Owner • Gather Technologies | Jan 2019 – Mar 2020

- Owned the product roadmap for a core architecture redesign, defining and prioritizing milestones to improve scalability.
- Launched growth modules with robust go-to-market strategies, including defining and tracking key success metrics.

Software Developer • Fortamus | Nov 2018 – Jan 2019

SKILLS

Strategic planning
Product development
Data analysis
A/B Testing and experimentation
Agile development
User research
Jira, Linear
Figma, Sketch, Zeplin
Looker, Mixpanel, Amplitude

TECHNICAL SKILLS

JavaScript (React, Node)
Ruby (Ruby on Rails)
SQL and NoSQL (Postgres, Mongo, MySQL)
Rest and GraphQL APIs

EDUCATION

Georgia Institute of Technology, Atlanta, GA
Full Stack Web Development Certificate
Aug 2017 - Feb 2018

Kennesaw State University, Kennesaw, GA
B.A. Philosophy
Aug 2008 - July 2012

- Developed serverless microservices and React.js frontend applications

Product and QA Analyst • Calendly | May 2017 - Nov 2018

- Collaborated across teams to identify and deliver iterative product improvements
- Managed Scrum backlogs, feature prioritization, and user story development

Product Lead • iLearn, Inc. | May 2016 - May 2017

- Developed product roadmap and vision, establishing success metrics for new initiatives
- Led product expansion into home school markets, generating \$5K increase in monthly recurring revenue

Director of Implementation, QA and Support • iLearn, Inc. | June 2014 - May 2016

- Oversaw development of comprehensive student performance reporting engine
- Restructured Implementation, QA, and Support teams, reducing annual operating costs by 5% without reducing or losing any personnel

Project Coordinator • iLearn, Inc. | Aug 2012 - Jun 2014

- Designed and developed self-serve training and onboarding software suite
- Reduced customer onboarding time by 60%, from 10 weeks to under 4 weeks

QA Analyst and Team Lead • iLearn, Inc. | Aug 2008 - Aug 2012

- Led team of four QA analysts and executed manual testing procedures