

# Josh Loftis

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## SUMMARY

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Lead Product Manager with 17 years in tech, focused on productivity, communication, and collaboration tools. Built products from early concept to scaled adoption at Miro, Calendly, and Cypress. Recently led AI product strategy including video transcription, meeting summaries, and async collaboration features. Strength: taking undefined or underperforming products and defining clear competitive positioning that drives adoption.

## EXPERIENCE

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### **Miro · Lead Product Manager**

(03/2024) - Present

- Drive Talktrack 2.0 strategy and execution across 5 product teams (15+ engineers, design, AI/ML, platform), aligning cross-functional delivery of Miro's async video communication platform.
- Repositioned underutilized async communication feature as strategic competitive opportunity, securing executive investment by defining a clear product differentiation of canvas-integrated collaboration.
- Partner with PMM and Head of Monetization to define GTM strategy and tiering model targeting MAU per paid seat expansion in enterprise and new customer acquisition in commercial segment.
- Define AI product strategy for TalkTrack integrating Miro Sidekick workflows and contextual insights, positioning video as intelligent content layer enhancing canvas collaboration.

### **Miro · Senior Product Manager**

(06/2022) - (03/2024)

- Launched Miro Video Calls achieving 2x weekly active users compared to previous solution through improved UX quality and tighter board integration.
- Developed Continuity strategy addressing meeting lifecycles through AI-powered features, improving 6-week retention by 40% to reach 55% overall.
- Led user research identifying engagement opportunities during meetings, shipped quick-interaction features that increased in-meeting participation by 32%.
- Mentored junior product managers on roadmap prioritization, data-driven decision making, and product management fundamentals.

### **Around (acquired by Miro) · Product Manager**

(08/2021) - (06/2022)

- Built recording and transcript features, improving retention 30% over 12 weeks.
- Shipped immersive playback experience for meeting recordings, achieving 47% adoption with hybrid-model teams by reducing feelings of exclusion for those who missed live meetings.
- Built interactive onboarding experience showcasing Around's core workflows, improving feature discovery by 29% and accelerating time-to-value for new users.

### **Cypress · Product Manager**

(03/2020) - (08/2021)

- Drove 42% month-over-month downloads and activation for E2E testing product by ensuring cross-browser compatibility across all major browsers.
- Doubled weekly active users by identifying and removing friction points in the developer experience and focusing roadmap on conversion barriers.

- Established PDLC framework with clear product stages, improving cross-functional alignment.
- Shipped automatic test reruns for flaky tests, solving critical pain points in developer testing workflows.

**Gather · Product Owner** (01/2019) - (03/2020)

- Led infrastructure redesign to stabilize platform that was causing churn and blocking development.
- Launched payment integrations enabling users to collect payments and track invoices in the platform.

**Calendly · Product & QA Analyst** (05/2017) - (01/2019)

- Shipped browser extension and in-email scheduling capabilities core to Calendly's product.
- Worked cross-functionally to identify and deliver product improvements during rapid growth phase.

**iLearn, Inc · Product Lead** (05/2016) - (05/2017)

- Developed product strategy and roadmap for K-12 education platform serving hundreds of schools.
- Led homeschool market expansion, growing ARR 6% through strategic positioning and GTM execution.

**iLearn, Inc · Director of Implementation, QA, and Support** (08/2008) - (05/2016)

- Progressed from QA Analyst to Director over 8 years, leading teams and establishing testing standards, product processes, and operational efficiencies.
- Reduced onboarding time 60% by developing automations and self-serve training.
- Restructured team operations reducing annual operating costs 5% without personnel reductions.

## SKILLS

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### Product Strategy & Execution

- 0→1 and 1→10 product development
- Competitive positioning and go-to-market strategy
- AI/ML product integration (LLMs, transcription, summarization)
- Cross-functional team leadership and stakeholder management

### Research & Analytics

- User research and discovery
- A/B testing and experimentation
- Product analytics (Mixpanel, Amplitude, Looker)
- Data-driven decision making

### Technical & Tools

- JavaScript, Ruby, SQL/NoSQL
- Figma, Linear, Jira
- Working knowledge of ML/AI systems, APIs
- Technical fluency for effective engineering collaboration

## EDUCATION AND CERTIFICATIONS

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**Georgia Institute of Technology, Atlanta, GA • Full Stack Web Development** (08/2017) - (02/2018)

**Kennesaw State University, Kennesaw, GA • B.A. Philosophy** (08/2008) - (07/2012)