

JORDAN BERMAN

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Product team leader and practitioner with over 15 years of experience at every stage, from seed to Fortune 50. Passionate about fostering environments that give people the freedom to experiment, learn, and grow together. Certified Superforecaster.

WHAT I BELIEVE

Great products are built by great teams: people from different backgrounds with broad experiences, skill sets, and deep customer knowledge.

They require a mix of art and science and are the product of trial, error, intuition, and some luck. They are grounded in profound understanding of people's needs and wants.

They are the accumulation of rigorous decisions, informed by data but made by the people closest to the user. They require craft and meticulous editing.

They deliver radical improvements over the status quo because the teams that build them are willing—and able—to go back to first principles.

EXPERIENCE

Sabbatical/Building

Self-Employed | Paris, FR | 2024 – Present

- Building LLM-based forecasting platform to generate probabilistic predictions. Experimenting with prompt engineering techniques to improve calibration - decomposition strategies, explicit uncertainty quantification, ensemble methods across multiple runs, to supplement my existing forecasting method.
- Deployed app that applies forecasting model and principles to help startup teams learn and fail fast, currently beta testing with a select group of local founders and their teams.
- Created personal health analytics dashboard integrating data from Strava, Oura Ring, smart scale, and workout logs. Used this dataset to learn and apply statistical methods including causal inference.
- Learning French (built a translation + forecast app), sailing, piano

Sr. Manager, Solution Architecture - Global Accounts

VMware, Inc. | Paris, FR | 2019 – 2024

- Responsible for customer success with VMware's Tanzu PaaS for modern apps. Clients include large enterprises throughout Europe, the Middle East, and Africa in financial services, aviation, automotive, and telecommunications.
- Deliver immersive engagements that teach client teams to apply lean product development, UX design, and agile/XP methodologies to build highly-scalable platforms for their application developers, based on cloud technologies and Kubernetes.

- Manage budget & staffing, introduced outcome-based hiring approach, provide mentorship to a team of PMs and Architects.

Principal Product Manager

Pivotal, Inc. | Washington, DC & Paris, FR | 2016 – 2019

IPO, 2018; Acquired by VMware, 2019

- Led client projects through new product discovery and delivery. Taught client teams how to identify the right problem, validate key assumptions, and iteratively release an optimal solution.
- Redesigned new user signup and onboarding flow for a major financial institution. Increased funnel conversion rate 600% for a 50% reduction in acquisition cost. Introduced A/B testing for funnel optimization as a new enterprise capability.
- Rapidly prototyped application for a large Federal agency to manage >\$15bn in annual grant awards through multi-year lifecycle of financial accounting and performance management.

VP of Product

Contactually | Washington, DC | 2014-2016

Acquired by Compass, 2018

- Head of product for a SaaS relationship management software company. Grew team from 3 to 25 across PM, design, engineering, and QA. Developed hiring, onboarding, and performance management culture.
- Enabled 5x topline revenue and 6x funding growth through product enhancements and improved acquisition and retention metrics. Developed, owned, and executed product roadmap. Moved product up-market from direct individual sales to multi-thousand seat enterprise license deals.
- Served on the executive team, providing guidance on every aspect of company growth including go-to-market strategy, fundraising, staffing, and budgeting.

Director of Product Development

WiserTogether, Inc. | Washington, DC | 2009-2013

- Employee #3 and product lead for data-driven suite of health decision-making apps during the company's growth phase. Partnered with founding CEO to secure funding (\$1.7M seed fund, \$3.5M Series A), grow revenue (from zero to +\$1.5M annually), and gain recognition as a market leader (2012 IHC Industry Innovators, Webby and eHealthcare Leadership awards).

EDUCATION

University of Virginia

Charlottesville, VA

BA, Government & Foreign Affairs with High Honors, History

Phi Beta Kappa, Politics Honors Program, Undergraduate Research Fellow, Echols Scholar

ADDITIONAL SKILLS

Superforecaster certified by Good Judgment, Inc.

Presentations/Talks

- Mindful Communication Methods
- SaaS Product Metrics
- Hiring Best Practices for Everyone
- The Product Development Checklist Manifesto
- Improv Skills for Software Teams

Languages

Native English, C1/2 (Proficient) French

Selected Software

Claude Code, Cursor, Jira, Confluence, Mixpanel, Google Analytics, Pendo, FullStory, InVision, Marvel, Intercom, Salesforce, Hubspot, MailChimp, Github, New Relic, Greenhouse, Workable, Workday

- Pivoted from pregnancy website to B2B enterprise SaaS platform covering 280 conditions in six major areas of health that drive 80% of costs for large, self-insured employers.
- Improved user engagement metrics through UX design and testing of all product features, resulting in bounce rates cut in half and steady user growth. Produced highly engaging, interactive visualizations based on a proprietary survey dataset of millions of individual health decisions and preferences.

Startup Consultant

Self-Employed | Washington, DC | 2009-2011, 2013-2014

- Established sole proprietorship serving a client base of DC-based early-stage startups.
- Managed a distributed team of engineering and design contractors in four time zones, setting objectives for the product roadmap and translating to user stories.
- Devised and executed multimedia branding campaign for a client transitioning from physician social networking to enterprise collaboration and knowledge management, leveraging company website, blog, Twitter feed, press releases, client and investor presentations, product videos, and conferences.

Senior Analyst, Corporate Strategy

Corporate Executive Board | Arlington, VA | 2006–2009

- Managed CEO office's project portfolio. Restructured roles and workflows while introducing supporting technologies (CRM, marketing automation) for 300-person client services function. Drove increase in leading indicators of client success: staff tenure and key activity completion.
- Designed and implemented demand generation campaigns for a client base of 30,000 across a portfolio of 40 distinct SKUs.
- Led partnerships and business development for Toolbox.com, a 1.4m member professional community acquired in 2007. Expanded revenue model from ad-support to premium subscriptions and eCommerce.

Research Analyst | 2005–2006

- Co-authored book on pre-acquisition strategies to improve post-merger integration performance in M&A. Research included both qualitative (75+ interviews with corporate development executives) and quantitative (global deal value, volume, and EBITDA multiples to identify pan-industry trends) analysis.