

Hands-on product leader with 11+ years of experience who thrives in the zero-to-scale stages, turning ideas into SaaS products that people love. Leveraging ability to bridge technical and business sides with natural empathy to translate user needs into engaging experiences.

Key Highlights:

- Drove product vision and scaled productivity platform to 30K+ monthly active users and \$2M+ ARR
- Grew new-user activation 35% and drove a 28% bump in freemium upgrades through data-driven experimentation
- Pioneered internal generative-AI based processes to 10x marketing output, showcasing practical AI usage
- Loves learning new tech and created active working projects using “vibe coding” tools with integrated AI chatbots

PROFESSIONAL EXPERIENCE

Senior Product Manager - Mobile

Frontier Airlines - Denver, Colorado

September 2025 - Current

Ultra Low Cost Carrier servicing North America. Responsible for maintaining and improving half of all features within the Frontier Airlines mobile app serving over 2.5 million MAU.

- Reduced day of travel customer care issues by 25% through implementing targeted and timely notifications.
- Added \$2.5 million annualized profit by adding ancillary purchases into the flight booking flow.
- Led company-wide development of Frontier's new First Class seating product.
- Streamlined product, UI/UX, content, QA, and engineering processes to improve mobile team value delivery.

Lead Product Manager

RapidFunnel - Remote, Colorado

October 2015 - June 2025

B2B2C SaaS platform built for the network marketing industry. Supported individual business owners in growing their business with a simple to use platform pre-loaded with everything they needed to succeed.

- Led 0-1 product vision and execution, scaling the platform to 30K+ MAU and \$2M+ ARR, guiding the product from MVP to a mature, user-centered SaaS experience.
- Increased activation 35% and upgrades 28% through onboarding redesign, behavioral analysis, and freemium optimization; doubled ARPU by launching annual subscriptions.
- Built and scaled a distributed team from 4 founders to 35 employees, directly managing up to 15 across engineering, design, marketing, and client success.
- Partnered with enterprise clients to shape roadmap and drive expansion, while improving customer support NPS to 80+ through AI-assisted service workflows.
- Introduced AI-powered internal tools across marketing and customer success, increasing content output 10x without additional headcount.

Senior Business Analyst

CoBank - Greenwood Village, Colorado

November 2011 - September 2015

Cooperative bank supporting rural America. Improved efficiency of internal IT operations to support its 1000+ employees.

- Reduced turnover time for new equipment by more than 50%, resulting in significant reduction in employee downtime through research, project management, and iteration of a new hardware deployment system
- Entrusted with direct IT support to C-Suite executives and Board of Directors

Owner, Web Development Agency

ALK Companies - Aurora, Colorado

January 2009 - October 2011

Managed and delivered 20+ web design and development projects working directly with B2B clients to realize their vision for their business and online presence.

- Produced engaging video/graphic content tailored to client needs, communicating the message to millions of people.
- Delivered end-to-end project management, gathering requirements, ensuring on-time delivery and high-quality results that exceeded client expectations while being cost effective by managing and working with international talent.

EDUCATION

Bachelors of Business Administration, Information Systems, Colorado State University, Fort Collins, CO, USA

Honors Diploma, National Merit Scholar

SKILLS

AI Tools, ChatGPT, v0, Lovable, OpusClips, Process Optimization, Generative AI, Gamification, Behavioral Analysis, Adaptability, Strategic Thinking, Product Analytics (MixPanel), Customer Lifetime Value (LTV), Autonomous Execution, Growth Mindset, Entrepreneurial Mindset, Excellent Communication, Prioritization, Cross-functional Leadership, CRM, Marketing Automation