

# Nick Wynja

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I'm a customer-focused, data-oriented B2B product leader with 13+ years of experience in defining product vision and strategy, leading empowered product teams to drive growth, and building a product experience that customers love.

## Work Experience

### Director of Product

Redbird – \$1M ARR seed-stage enterprise AI and data platform  
December 2023 - Current

### Senior Manager, Product

DISQO – \$100M ARR series B CX platform focused on brand feedback and measurement  
May 2022 - October 2023

- Saved the company \$1 million dollars a year and increased product margin to 85% post-acquisition by using DISQO data for research instead of external partner APIs
- Increased free trial registration conversion from 2% to 9% in Q3 '23 by partnering with marketing to remove friction in inbound funnel
- Achieved 25% improvement in product usage in Q1 '23 by releasing product overhaul based on extensive customer feedback and UX research
- Increased the total addressable market of the product by combining multiple customer-facing apps into a single high-margin, low-support platform

### Director of Product, Data

Feedback Loop – Series A startup focused on rapid product feedback, acquired by DISQO in 2022  
September 2020 - May 2022

- Company was acquired in May 2022; as a senior member of product leadership, I was closely involved in proving the product's value through the due diligence process
- Supported Customer Success team in maintaining 105%+ net-dollar retention in 2021 by delivering on our product's promise and adding features requested by customers
- Improved feature adoption by 20% through release communications that empowered product marketing and led to better go-to-market plans
- Led 4 product managers to alignment with Customer Success team by implementing Notion as a product operations system that structured problem definition and solution design

### Senior Product Manager, Feedback Loop

January 2020 - September 2020

- Released major product update that gave customers easy-to-read charts and saved them time with AI-powered analysis
- Improved understanding of customer behavior and user needs by implementing Pendo for product usage tracking and feature requests
- Improved speed of development cycles by working closely with engineering team to fix the tech debt that was blocking us from building customer features
- Partnered with data science team to bring new experimental AI and ML features to customers

### Senior Product Manager, Infor

May 2016 - August 2019

- Scaled UX best practices across a wide product and technical landscape of an M&A company by leading agile teams in product strategy, implementations, and development that served 10+ million end users
- Delivered on executive business goals of usability at scale by partnering with the C-Suite to establish OKRs and success criteria for an enterprise design system and continuously refining the roadmap to deliver on those goals

- Improved release consistency and stability by co-owning DevOps and continuous integration automation efforts with engineering
- Ensured product fit and quality through personally conducting feature assurance before release, informing decisions based on qualitative and quantitative measurement, and continuous feedback from customers

**Product Manager**, Infor  
August 2013 - May 2016

- Worked inside an enterprise innovation team to build concepts and MVPs to inspire digital transformation for customers and encourage product evolution internally
- Planned and executed user experience improvements for multiple large enterprise applications
- Defined requirements by conducting workshops and user research to identify customer needs
- Built relationships with clients and educated them on the value of agile, iterative product development

**Lead of Product Development**, Lovelyly  
May 2011 - August 2013

- Led product direction for startup from prototype and MVP into successful Series A funding
- Led the successful release of the iOS app, which was featured in the App Store
- Prioritized and executed agile product backlog to satisfy evolving requirements of a growing startup
- Coded designs, bug fixes, and performed system administration, deployment, and database management

**Project Manager**, BNOTIONS Development Agency  
January 2011 - May 2011

**Sales Engineer**, Vericorder  
June 2010 - January 2011

**Producer**, Corus Entertainment  
October 2008 - June 2010

**Producer**, My Broadcasting Corp.  
June 2007 - July 2008

## Training and Workshops

- SOSV Climate Tech Summit 2023 (*September 2023*)
- ProductCon New York; focused on B2B PLG (*November 2022*)
- Pendo's Pendomonium Product Conference and Training; PLG and product usage (*September 2022*)
- Version One Agile Boot Camp and Story Workshop (*July 2014*)
- 16 week immersive program in web application development through Flatiron School (*November 2011*)

## Projects

**Designed and coded ReadPaperback.com, an online reading platform**  
Python, JavaScript, CSS, Postgres, APIs, Infrastructure (*October 2013 - Present*)

## Education

**Diploma, Radio Broadcasting**  
Fanshawe College, London, ON, Canada (*May 2010*)