

Nick Wynja

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Summary: 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. Establishes strong, trusting bonds with stakeholders and cross-functional teams through candid communication. Successful in implementing product-led growth, building high-margin pricing and packaging, and delivering highly adopted product features.

Work Experience

Senior Manager, Product

DISQO – \$100M ARR Series B CX Platform focused on Brand Feedback and Measurement

May 2022 - Current

- Achieved 25% usage growth in Q1 '23 by partnering with customer success to migrate all customers to the next-generation self-serve product that improved feature adoption, leading to expansion opportunities
- Improved product margin to 85% through driving down costs by 70%, totaling nearly \$1 million dollars a year in operational savings by reducing dependency on a costly third-party integration and improving internal system performance
- Improved customer feature adoption 20% by implementing a release communications process to align stakeholders through stages of iterative development that led to improved product marketing materials and enabled Go-To-Market plans
- Developed a strategy for market differentiation by using customer-consented first-party behavioral data and artificial intelligence to establish first product to market that allows customers to target surveys based on their website and app usage

Director of Product, Data

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

September 2020 - May 2022

I transitioned the product from service-enabled and enterprise-oriented to product-led growth by bringing a product to market with 10x performance and 23% increase in profit margin in only 9 months while maintaining >120% net-dollar retention of customers.

- Achieved a successful company acquisition in 2022 by executing strategic product transition from service-enabled and enterprise-oriented to self-serve and product-led
- Established an execution strategy aligned with product-led growth tactics that delivered aggressive changes to improve self-service time-to-value for customer acquisition by analyzing product usage metrics and funnels
- Designed and maintained a product usage metrics system to measure feature adoption, analyze product issues using account cohort analysis and dynamic usage reports, and measure success against OKRs
- Worked closely with the UX research team to develop and maintain productive relationships with customers to ensure ongoing feedback and learning through customer empathy
- Managed a team of product managers by establishing clear milestones and a balanced roadmap so they could ship coordinated, high-performing releases across complex initiatives

Senior Product Manager, Feedback Loop

January 2020 - September 2020

I planned, scoped, and managed extensive re-architecture of data infrastructure and real-time data analysis systems to lower operating cost, improve system performance, and achieve industry-best data quality.

- Improved net-dollar retention by leading a major product release to modernize customer research analysis capabilities through dynamic data visualization tools that are easy to use for both experienced researchers and novices
- Lowered operating costs, improved system performance, and achieved industry-best data quality by scoping and managing an extensive re-architecture of data infrastructure and real-time data analysis systems

- Brought new features to market for improved access to previously unused data attributes by analyzing a proprietary data set to understand unrecognized customer value
- Improved the product development cycle and release times by managing the launch of a new platform architecture
- Collaborated with the data science team to establish pathways for R&D experiments into shipped products

Senior Product Manager, Infor

May 2016 - August 2019

I lead all initiatives relating to our enterprise-grade design system by partnering with teams to engage and empower engineers and product teams to drive user experience improvements in their suites.

- 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, Lovely

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

Education

Diploma, Radio Broadcasting

Fanshawe College, London, ON, Canada (*May 2010*)

Training and Workshops

- Attended ProductCon New York; focused on B2B PLG (*November 2022*)
- Attended Pendo's Pendomonium Product Conference and Training; with a focus on PLG and measuring product usage metrics (*September 2022*)
- Completed Version One Agile Boot Camp and Story Workshop; training on scrum practices and conducting user story writing (*July 2014*)
- Completed 16 week immersive program in web application development through Flatiron School (*November 2011*)

Projects

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