

JOSE R. BAERGA

Senior Product Manager · AI-Augmented Workflow · B2B SaaS & Platform Transformation
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Product leader with 10+ years building and scaling B2B SaaS and digital products. Led a five-year legacy-to-SaaS platform transformation that cut onboarding from weeks to hours, eliminated 80% of technical debt, and directly supported company acquisition. Integrates AI (Claude, Lovable, N8N) across the full PM execution cycle: customer discovery, PRD authoring, Jira story generation, and working prototypes, compressing delivery from weeks to days. Independent builder of three AI-first products, applying the same workflow outside company walls. Targets Senior or Lead PM roles at AI-forward B2B SaaS companies in martech, travel, Fintech or design/dev tools where delivery velocity and customer-driven prioritization are the competitive edge. My strengths are workflow efficiency, customer-driven prioritization, and cross-functional delivery with engineering and design.

\$200K+

ARR Retained

80%

Tech Debt Reduced

450+

Active Accounts
Grown

12% → 35%

Retention Lift

2×

Conversion Increase

Weeks → Hours

Onboarding Cut

CORE COMPETENCIES

Product Strategy & Vision | Legacy-to-SaaS Transformation | AI-Augmented PM Workflows | Customer Discovery & Synthesis
Roadmap Management | PRD & User Story Authoring | Retention & Conversion Optimization | Agile / Scrum Facilitation
Cross-Functional Stakeholder Alignment | Backlog Prioritization | A/B Testing | Onboarding Experience Design | Distributed
Team Coordination | Prompt Engineering for PM Artifacts

PROFESSIONAL EXPERIENCE

Senior Product Manager | **Tinubu** Orlando, FL, Jun 2024 – Aug 2025

Retained critical enterprise revenue during a company-wide pivot by rapidly identifying and shipping the features that mattered most.

- Secured \$200K+ ARR across two at-risk enterprise accounts by diagnosing their highest-priority needs and shipping complex bulk-processing capabilities within 8 weeks mid-pivot.
- Facilitated cross-functional stakeholder sessions to surface and rank features critical to the top 20 enterprise accounts; translated output directly into epics, sprint-ready stories, and release schedules.
- Sustained delivery cadence across multiple simultaneous workstreams through disciplined backlog grooming, sprint planning, and release coordination.

Product & Growth Consultant | **TDJ Travel** Orlando, FL Jan 2024 – Jun 2024

- Designed and executed a structured ad-testing framework for a cruise cabin sales campaign, leveraging OpenAI to generate creative variations and synthesize daily performance data across four ad sets.
- Achieved 100% of the client's 100-cabin booking target within a 3-month window versus their typical 30–50% fill rate and delivered a documented, replicable playbook.

Senior Product Manager | **Resilinc** Milpitas, CA, Jul 2023 – Jan 2024

Contract role to redesign the intake pipeline for a Supply Risk Management platform; objective completed.

- Replaced a fragmented email-and-multi-project Jira intake system where requests sat unreviewed for weeks with a single prioritized repository and a voting-based triage model.
- Reduced feature triage time from 2–4 weeks to 1 week by instituting a weekly stakeholder cadence and a structured path from intake to sprint-ready tickets.

Senior Product Manager | **Veristream / Building Intelligence** New York, NY, Apr 2016 – Jul 2023

Seven-year tenure anchored by a career-defining legacy-to-SaaS platform transformation that directly enabled company growth and a strategic acquisition.

- Led a five-year parallel rebuild of a bug-compounding legacy platform into a modern SaaS architecture cutting customer onboarding from weeks to hours via a self-service configuration workflow and reducing technical debt tickets by an estimated 80% by Q4 2018.
- Owned the end-to-end discovery-to-delivery pipeline: conducting customer interviews, synthesizing individual requests into scalable platform solutions, and managing Jira documentation and release coordination that unlocked sales conversations.

- Contributed to growth of 450+ active accounts and 200 net-new logos; led a white-label Entrust partnership rollout including training across 75–100 global sales reps.

Product Manager | Market Traders Institute *Lake Mary, FL, Nov 2014 – Apr 2016*

- Designed the end-to-end subscriber onboarding experience, defining a Forex 101/102 learning path, specifying enrollment tracking integrations, and scoping a drip email campaign, improving first-month retention from 12% to 35%.
- Defined product improvements across educational feature tracks, landing pages, and pricing-tier A/B tests; contributed to a 15% membership increase and doubled visitor-to-subscriber conversion.

Product Manager | Walt Disney World Parks & Resorts Online *Orlando, FL, Jan 2014 – Jul 2014*

- Partnered with Disney's analytics team to map booking-funnel drop-off points across three online properties (Disney Weddings, ESPN, Disney Youth), then delivered prioritized Jira tickets and improvement proposals to distributed engineering teams.

Product Manager – Business Development | Travel Media Group *Orlando, FL, Sep 2010 – Jan 2014*

- Led end-to-end discovery, design, and launch of three enterprise marketing products for the hospitality industry, defining requirements, managing stakeholder alignment, and driving adoption across hotel clients nationwide.
- Built and directed a cross-functional team of developers, designers, and support personnel to bring market opportunities to market as shippable products.

AI-FIRST INDEPENDENT PRODUCTS

Built using the same AI-augmented PM workflow applied professionally problem definition → prompt engineering → working prototype.

J.OS | Personal AI Operating System: Autonomous executive assistant that handles email triage, calendar detection, task management, and Telegram daily briefs through self-running workflows, with persistent local memory built through prompt engineering and requirements-driven design.

Stack: *Claude.ai, Claude Code, N8N, Jira, Github, Notion, Obsidian, Granola*

Distl.IQ | AI Product Intelligence Platform: Synthesizes customer feedback, ARR data, and product strategy to surface prioritized decisions by business impact; working prototype.

Stack: *Claude.ai, Claude Code, Lovable, Linear*

The Garden Shops | Hyperlocal Commerce Platform: Two-sided local commerce marketplace connecting businesses and residents via directory, storefronts, and community fund with an AI dashboard surfacing engagement insights.

Stack: *Claude, Lovable, N8N, Jira*

CERTIFICATIONS

AI Product Management · Product Faculty | **AI For Product Managers** · Scrum Alliance | **Certified Scrum Product Owner (CSPO)** · Scrum Alliance | **Agile Product Management** · Scrum Alliance

TOOLS & TECHNOLOGIES

AI / Automation: Claude, Claude Code, ChatGPT, Lovable, N8N, Framer, WisprFlow, Granola | **Product & Delivery:** Jira, Confluence, Figma, Notion, Obsidian | **Analytics:** Salesforce, Google Analytics

EDUCATION

BS Coursework, Computer Science, Metropolitan University, San Juan, PR | **AS, Digital Design** · Academy of Design and Technology, Orlando, FL | **AS, Drafting & Design** · Valencia College, Orlando, FL

Career Development Leave (2024–2025): Planned leave, now resolved. Earned two AI product management certifications, deepened AI orchestration skills, and built four independent product prototypes.