

# JOSE R. BAERGA

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*Senior Product Manager · AI-Augmented Workflow · B2B SaaS & Platform Transformation*

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Dear Hiring Manager,

I am writing to express my strong interest in AI Product Manager role at Nerdy. With more than 10 years of experience building and scaling B2B SaaS and digital products, I bring a track record of driving measurable outcomes; from retaining \$200K+ in enterprise ARR during a company-wide pivot to cutting customer onboarding from weeks to hours through a five-year legacy-to-SaaS platform transformation that directly enabled a strategic acquisition.

What sets me apart is the way I integrate AI across the full PM execution cycle. I use tools like Claude, Lovable, N8N, and Cursor for customer discovery synthesis, PRD authoring, Jira story generation, and rapid prototyping; compressing delivery timelines from weeks to days. This is not experimentation; it is how I work. Before I applied for this role, I used it on the Nerdy prototype I created. I started with your Q1 2026 earnings call, where Chuck Cohn was direct about member retention being the highest growth lever the business has right now. That sent me looking for where the value was leaking and I found it in the gap between what happens inside a Varsity Tutors session and what a student or parent sees afterward. The session intelligence is there. It just may never make it to the dashboard. I built a prototype to close that gap: Session Intelligence Feed, a post-session AI layer that surfaces what the tutor taught, flags knowledge gaps, and gives the student one specific action before the next session. All running on data Nerdy already captures. The full build is documented at <https://jrbaerga.com/nerdy>.

Throughout my career, I have consistently delivered at the intersection of strategy and execution. At Tinubu, I facilitated cross-functional stakeholder sessions to surface the features that mattered most to the top enterprise accounts, then shipped complex bulk-processing capabilities within weeks mid-pivot. At Veristream / Building Intelligence, I led a parallel rebuild that reduced technical debt by an estimated 80%, contributed to growth of 450+ active accounts, and participated in acquisition due diligence. Earlier, at Market Traders Institute, I redesigned the subscriber onboarding experience and lifted first-month retention from 12% to 35% while doubling visitor-to-subscriber conversion.

I would welcome the opportunity to discuss how my background in AI-augmented product management, platform transformation, and cross-functional delivery can contribute to your team. Thank you for your time and consideration. I look forward to the conversation.

Sincerely,

**Jose R. Baerga**

Senior Product Manager

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