

Eric Rodriguez

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EDUCATION

University of California, Berkeley (MAY 2009)

B.S. in Business Administration, *Walter A. Haas School of Business*

B.A. in Economics, *College of Letters and Sciences*

EMPLOYMENT EXPERIENCE

NEXT Trucking (MAR 2018 – Present)

Los Angeles, CA

Group Product Manager

- Managed 1 PM and mentored several PMs on strategy, project planning, and stakeholder management
- Led the development of a “ground-up” re-build of core product after assessing legacy system scalability
- Delivered “ground-up” MVP in 4 months, and implemented product adoption feedback loop to track progress
- Co-authored company Mission, Vision, and Values with company leadership
- Composed quarterly OKRs with product organization, and drove cultural shifts toward lean that enabled OKR success

Science 37 (NOV 2016 – FEB 2018)

Los Angeles, CA

Product Manager

- Devised and executed plan to build critical-priority CRM features and release incrementally over time
- Implemented maintenance development track to expedite release of bugs and minor enhancements by 50%+
- Catalyzed decision to re-org tech department away from contractors in favor of in-house talent
- Guided build vs. buy decisions and recommended adoption of industry-standard telemedicine and marketing software

CapLinked (FEB 2013 – JUN 2016)

Los Angeles, CA

Director of Sales (APR 2015 – JUN 2016)

- Directed team of 2 Sales Reps, 3 Sales Development Reps, and 1 Sales Analyst
- Shifted sales culture from “whale-hunting” to scalable, predictable revenue model
- Identified #1 inbound lead channel for new business and established exclusive partnership with channel owner

Senior Product Manager (FEB 2013 – APR 2015)

- Evolved product culture from “idea-driven” to customer-and-data-driven, resulting in initial product-market fit
- Championed critical functionality overhaul, simplifying complexity of QA process by reducing testing permutations
- Reduced support tickets per customer by over 50%, implemented support standards and processes

PitchMonkey (APR 2012 – OCT 2012)

San Francisco, CA

Sole Founder

- Validated product prototype with 2 engineers using lean methodologies to rapidly determine concept feasibility

Copilot Labs [Acquired by OpenTable] (APR 2010 – APR 2012)

San Francisco, CA

Co-Founder, Director of Sales

- Closed 50+ customers such as Il Fornaio and The Counter, and secured partnerships with Yelp and Scoutmob
- Composed blog posts featured in *SF Chronicle*, *SF Weekly*, *Screenwerk*, and *Street Fight Magazine*

Bloomspot [Acquired by JP Morgan Chase] (APR 2010 – FEB 2011)

San Francisco, CA

Sales Operations Analyst, Accounts Payable Analyst

- Established optimal pricing strategies to maximize revenue, identified outbound lead prioritization strategy

EXTRACURRICULAR, SKILLS, & NOTES

Strategic Philanthropy Class (2009 – 2012)

Berkeley, CA

- Proposed a “philanthropic prioritization” course that was adopted by the Haas School of Business for 4 semesters
- Spoke at TEDxBerkeley 2010 about class to 700 in auditorium with 150k+ livestream viewers

Skills: CSS, HTML, JavaScript (Novice), JIRA, Salesforce, Slack, Spanish (Novice), SQL (Novice), Trello, Zapier, Zendesk
Notes: Built ericrod.com and mypitchmonkey.com on AWS S3, Route 53. Started career at Restaurant Gary Danko, #1 restaurant in San Francisco (Zagat). Cited as one of seven “high-achieving graduates” at Haas School of Business commencement. Alumnus of Beta Alpha Psi, Honors Business Fraternity.