



PRIYA KOTHARI

Product Manager

CONTACT INFORMATION



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Portland, OR, MN 12345

KEY SKILLS

- Roadmap planning
- Customer discovery interviews
- SQL (intermediate)
- Figma, Linear, Notion
- A/B testing and experiment design
- Pricing and packaging
- API product management
- Stakeholder communication

ABOUT ME

Product manager with seven years building B2B SaaS tools across logistics and fintech. Comfortable owning roadmap, discovery, and launch from a blank Figma file through GA. Known for shipping fewer features that customers actually adopt.

PROFESSIONAL EXPERIENCE

Senior Product Manager

Lattice Freight Systems | Portland, OR | 2021-Present

- Own the dispatcher workspace used by 4,200 daily users across 38 carrier customers; cut average task time from 6.1 minutes to 2.7 minutes after a flow rewrite.
- Led the GA of an embedded rating API that became the second-largest revenue line within a year, contributing \$7.3M ARR.
- Run weekly discovery calls with operations leads and field dispatchers, turning notes into a public roadmap and Loom updates.
- Killed a half-built carrier scorecard after 12 user interviews showed it duplicated work in Excel; freed two engineers for a higher-priority billing rewrite.

Product Manager

Northbeam Analytics | Portland, OR | 2018-2021

- Shipped the first paid tier of a marketing attribution product; reached 140 paying teams in 11 months.
- Partnered with data science to ship a same-touch attribution model that cut reporting variance for retail clients.
- Wrote the first PRD template still used by the team; reduced spec-to-kickoff time by roughly a third.
- Ran the alpha program for 22 design partners and converted 19 to paid contracts.

Associate Product Manager

Northbeam Analytics | Portland, OR | 2017-2018

- Owned the onboarding checklist; lifted activation from 41% to 58% over two quarters.
- Triageed inbound tickets and turned recurring requests into the first formal feedback log.
- Shadowed sales calls weekly and authored the company's first lost-deal teardown doc.

EDUCATION

B.S., Industrial Engineering

Purdue University, 2017

Reforge Product Strategy, certificate

2022