

KEVIN MIDDLETON

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SENIOR PRODUCT MANAGER – SaaS, Enterprise, Consumer, Platform, and AI

Technical product leader who builds 0-to-1. Started as an engineer, then spent 12+ years shipping platforms, integrations, and AI products across consumer, enterprise, and B2B SaaS. Launched partner platforms reaching 11.5M users, drove a ~50x conversion lift, and shipped AI copilots and LLM tools. I do my best work in the messy space between engineering and the customer.

PROFESSIONAL EXPERIENCE

[GRIDSTRONG.AI](#), New York, NY

SEP 2024 – NOV 2025

(AI-powered SaaS platform for energy compliance and grid reliability.)

Director of Product Management (initially Product Advisor)

Founding product hire. Started as a nights-and-weekends advisor while still at HVAC.com, building the early AI prototypes that helped secure a \$1.4M DOE grant. Left a stable Senior PM role to join full-time once the \$10M seed closed. Departed after a restructuring reduced the product team.

- **Delivered an AI-powered compliance copilot** guiding power plant owners through plant profiles, compliance workflows, and cross-standard tasks, reducing manual effort and error rates.
- **Defined early product direction** through SME discovery, workflow validation, and core product patterns.
- **Established company-wide product processes** for roadmapping, sprint cadence, QA, and releases.

[HVAC.COM](#) (acquired by [Trane Technologies](#) May 2024), New York, NY

FEB 2024 – JUN 2025

(Providing homeowners with fair, transparent solutions for HVAC replacement and repair.)

Senior Product Manager, HVAC.com and Branded Sites

Owned product strategy, UX, and growth for HVAC.com, a homeowner platform with ~2M annual visits. Led the full funnel from awareness to dealer handoff, improving engagement and lead quality while shaping Trane's broader strategy.

- **Drove ~50x conversion lift (0.1% → up to 7.3%) by launching high-performing tools: calculators (7.3%), QuoteScore (6%), video content (3.4%), and optimized landing pages (2.3%).**
- **Defined and drove development of an LLM-powered AI assistant** that answers homeowner questions conversationally and drives users toward replacement and repair conversions.
- **Improved funnel efficiency and lead quality through rigorous A/B testing**, behavioral analytics, session-to-install data, and user-path analysis.
- **Expanded the product surface area** with HVAC repair services, new interactive calculators, and a redesigned blog that increased depth, engagement, and lead volume.

[LEVER](#) (acquired by [Employ](#) July 2022), San Francisco, CA

DEC 2021 – APR 2023

(Talent acquisition platform that combines ATS and CRM to help businesses streamline hiring.)

Senior Product Manager, HRIS Sync Lead

Created and drove end-to-end development of HRIS Sync, a core enterprise integration that strengthened Lever's upmarket positioning. Shipped workflow improvements, automation, and scalable tooling adopted across enterprise customers.

- **Launched HRIS Sync with 37% customer engagement**, enabling org chart-aware approvals, automated user provisioning, and manager-relationship sync for enterprise customers.
- **Cut bulk upload times from days to minutes** by delivering a self-serve Bulk Candidate Importer, reducing support and implementation load.
- **Uncovered key enterprise pain points** through deep discovery with IT teams, recruiters, and admins, shaping the roadmap for HRIS Sync, provisioning, and hiring workflows.
- **Tightened the feedback loop** between professional services, implementation, customer success, and support, incorporating real-time input into product updates.

[SENDOSO](#), San Francisco, CA

MAR 2021 – DEC 2021

(PLG digital and physical gifting platform helping businesses boost engagement and growth.)

Senior Product Manager, Core Platform & eGift Global Expansion

Joined between Sendoso's Series B and \$100M Series C to own the eGift platform, representing over half of all sends in 2021. Owned eGift partnerships, catalog growth, and the operational infrastructure behind it.

- **Doubled active eGift coverage** from 800 to 1,600 options across 47 countries. Landed Square as a strategic partner, enabling personalized small business gifting in 4 major markets (U.S., Canada, Australia, and U.K.).
- **Built internal tools for eGift deactivation, refunds, and swaps** that reduced engineering reliance and sped up customer support resolutions.
- **Saved hundreds of thousands of dollars** by hardening the platform with two-factor authentication and AI-driven fraud detection, cutting bot-driven attacks.
- **Built foundational platform capabilities**, user management, invitation flows, and a feature-tiering/entitlements system, adopted by other product teams to gate features and drive upgrades.

Senior Product Manager, Core Product & Platform

Owned product strategy and execution across the Platform and Legal Document teams, driving market expansion, funnel optimization, and new revenue channels for one of Rocket Lawyer’s highest-impact product areas.

- **Created and launched co-branded partner sites reaching 11.5M users**, expanding Rocket Lawyer’s presence in Europe and enabling OpenID Connect-based authentication, pricing, feature gating, and theming for new enterprise partnerships.
- **Increased mobile gross conversions by 5%** through targeted A/B testing and UX improvements for the Legal Document product line, which accounted for 90% of U.S. revenue.
- **Improved eSign start rates by 13%** by integrating Legal Documents with RocketSign, replacing a legacy experience with a more reliable, user-friendly workflow.
- **Achieved record-high checkout conversion rates (2.34%)** by building internal analytics tools that linked site performance to user behavior, directly informing optimizations to site speed and checkout.

Senior Product Manager, Engage, Integrations, & Social Network Expansion (2016 to 2018)

Promoted to lead Oracle Social Cloud's Engage product, managing two agile teams and collaborating with three UX designers across San Francisco, Austin, Atlanta, and India to ship a major platform overhaul.

- **Doubled network coverage** by integrating LinkedIn, Instagram, Sina Weibo, and Tumblr, addressing top customer requests and strengthening platform competitiveness.
- **Launched a full product overhaul**, shipping 36 features in 12 months through beta testing, war room coordination across time zones, and continuous customer feedback.
- **Internationalized the platform across 30+ languages**, expanding reach in EMEA and APAC.

Consultant, Product Specialist, & UAT Lead

Momentum financial management consultant embedded 100% on-site with government agencies, directing UAT strategy, deployment coordination, and triage for systems handling budgets up to \$200M. Held Top Secret clearance.

- **Launched multi-year financial system upgrades for six DOJ component agencies** (DOJ, DEA, ATF, BOP, USMS, FBI), delivering five large-scale deployments for high-profile agencies.
- **Managed a 10-person triage team** during system go-lives, resolving production issues in real time across global stakeholder groups.
- **Led UAT and cross-functional collaboration** to validate fixes, refine workflows, and ensure system reliability for critical financial operations.

Software Engineer & QA Automation

- **C++ engineer** for Momentum, the federal government's core financial management platform, developing new features, maintaining legacy code, and transitioning into QA automation.

SKILLS

- **Technical:** AI, LLM, Copilots, SQL, API Development, OIDC, SCIM, OAuth, TDD, BDD
- **Strategic:** Roadmap & Vision, Competitive Analysis, Internal Tools, Platform Strategy, eCommerce & Marketplace, B2B
- **Management:** Stakeholder Management, Team Building, Mentorship, Agile (Scrum, Kanban)
- **Analytical & Research:** A/B Testing, Customer Research, User Research, Continuous Improvement
- **Tools:** Jira, Confluence, Slack, GitHub, Linear, Airtable, Figma, Full Story, Google Analytics, Mixpanel, Amplitude, Looker, Tableau, Metabase, Optimizely, Zendesk, ProductBoard, Split.io

CERTIFICATIONS

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| Product-led Certification, Pendo | AI for Product Management, Pendo |
| Introduction to Generative AI, Google | Product Analytics Certification, Pendo |
| Product-Led Growth Fundamentals, ProductLed | |

EDUCATION

Bachelor of Science in Business Information Technology, Virginia Tech, Blacksburg, VA