

RICHARD HENDRICKS

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SUMMARY

Product manager with 9 years of experience leading platform and developer tools products at Series B through public-stage companies. Deep expertise in API product strategy, developer experience, and platform monetization, with a track record of building and mentoring PM teams. Owned the developer platform roadmap that grew API-driven revenue from \$4M to \$11M ARR over three years across 9,000+ active developer accounts.

SKILLS

Product Methodologies and Frameworks: Jobs to Be Done, Opportunity Solution Trees, RICE prioritization, North Star framework, OKRs, dual-track agile

Discovery and Research: Customer interviews, usability testing, beta program management, journey mapping, discovery sprints

Analytics and Experimentation: Amplitude, Mixpanel, SQL (intermediate), A/B testing, statistical significance, funnel and cohort analysis

Roadmapping and Collaboration: Productboard, Aha!, Jira, Linear, Notion, Confluence, Miro

Supporting Technical Skills: REST and GraphQL APIs, JSON schema, API product strategy, architecture trade-off fluency

Leadership: PM mentorship and hiring, roadmap and OKR facilitation, executive and sales stakeholder management

EXPERIENCE

Principal Product Manager — Hooli Platform (Public, 5,000+ employees) Apr 2023 – Present
San Francisco, CA

- Lead the developer platform product area, setting strategy across 3 squads (14 engineers, 3 designers) and mentoring 2 product managers.
- Owned the platform roadmap that grew API-driven revenue from \$4M to \$11M ARR over three years; the strategy centered on a usage-based pricing model and a tiered rate-limit redesign.
- Made the call to deprecate the legacy v1 API affecting 2,200 enterprise accounts and scoped an 18-month migration with engineering leadership that completed with a 96% customer retention rate.
- Killed a planned developer marketplace initiative after a four-week discovery sprint and 20 customer interviews showed weak demand; redirected the quarter to SDK investments that lifted integration completion by 22%.
- Partnered with sales leadership and finance to design enterprise platform pricing, contributing to 6 seven-figure deals in FY24.
- Established the platform's experimentation practice and PRD review standard, now used across the 12-PM product organization.

Senior Product Manager — Pied Piper (Series C) Jan 2020 – Apr 2023
San Francisco, CA

- Owned the activation and retention roadmap for the developer experience area, leading a five-person squad across 14 quarterly initiatives.
- Shipped an API onboarding redesign that took 14-day trial-to-paid conversion from 8% to 18% over four quarters across 6,000+ monthly trial signups.

- Scoped and launched a usage-based pricing tier that grew to 24% of new bookings within three quarters, partnering with sales on the go-to-market plan.
- Ran a beta program with 50 developer accounts that surfaced a critical breaking-change issue before general availability, partnering with two engineers on the fix.

Product Manager — Endframe (Series A) Aug 2017 – Jan 2020

San Jose, CA

- Joined as the first product hire and built the discovery and roadmap process for a 12-person engineering organization.
- Shipped the company's first public API and developer documentation, reaching 500 developer accounts within the first two quarters.
- Ran 30+ customer interviews that reshaped the roadmap away from a planned analytics feature toward integrations, which became the top adoption driver for the year.

EDUCATION

BS, Computer Science — University of California, Berkeley May 2017