

# Matt Bernier

720-878-8003 | [mkbarnier@gmail.com](mailto:mkbarnier@gmail.com) | [Matt Bernier – LinkedIn](#) | Littleton, Colorado

## PROFILE SUMMARY

Product Management Leader with deep expertise in Developer Tools, Developer Experience, and Product Operations. Proven track record of leading cross-functional teams to build customer-centric products, streamline developer workflows, and drive measurable business impact. Skilled in Product-Led Growth (PLG), API development, and process optimization, with a passion for creating seamless systems that enhance collaboration and empower developers. Experience in AI modeling, image recognition, and building software with Python and various AI frameworks to drive innovation and solve complex problems.

## PROFESSIONAL EXPERIENCE

### Bernier LLC

Nov 2024–Present

Founder / Consultant / Product Leader

- **Product Strategy and Leadership:** Partnered with founders and executives to define and achieve Product-Market Fit, shape product strategy, and drive customer-centric initiatives. Key projects included leading product vision for a **stealth startup** focused on API security and driving product improvements based on customer insights and feedback.
- **Technical and Operational Excellence:** Developed software solutions leveraging **Python and AI** for software analysis and process automation, including AI code generation and project management dashboards. Enhanced operational efficiency for a public company by building a **project management dashboard** that integrated data from four task systems.
- **Entrepreneurial and Thought Leadership:** Co-founded **BarnDoors.ForSale**, an e-commerce platform selling high-end barn doors to homeowners and contractors. Created online content through the **Proactive Product Manager** initiative, sharing insights on Product Management and Developer Experience. Co-authored a book on **job searching** and explored business opportunities using AI for **online luxury vehicle listings**.

### Head of Product (Contract)

Aug 2024–Oct 2024

*Stealth Startup - API Proxy for Security*

- Partnered with founders to define Product-Market Fit, driving product strategy with a customer-first approach. Led the refinement of discovery and validation processes, ensuring problem-first prioritization of customer needs.
- Developed and implemented strategic frameworks to enhance API consumer experience, gathering early customer insights to iteratively refine product offerings and achieve market differentiation.

### Staff Product/Program Management

Dec 2022 – Mar 2024

*Temporal Technologies - Durable Execution Framework, Cloud Service, OpenSource Application*

- Initiated and led the Product-Led Growth (PLG) program, coordinating efforts across 30+ internal stakeholders, resulting in a 14% conversion rate within three months of launch. 1 billion self-signup actions within 6 months, 2 billion within 8 months.
- Managed projects for workflow scheduling, versioning. Multiple customer experience improvements to improve customer experience.
- Defined and implemented the Product Development Lifecycle (PDLC), aligning it with the Software Development Lifecycle (SDLC) and integrating it into Jira for enhanced process transparency and efficiency.
- Met with the Customer Advisory Board, gathered insights and feedback, then optimized the roadmap accordingly.

### Group Manager Product/Project

May 2021 – Dec 2022

*mParticle - Customer Data Platform*

- Led cross-functional strategic initiatives, reporting directly to the CPO and working closely with the CTO and Head Architect. Built and managed the Technical Project Management team, migrating the company from TargetProcess to Jira and designing the Product Development Lifecycle (PDLC) around the existing SDLC.
- Drove efficiency and cost savings, managing the Product-Led Growth (PLG) initiative to automate sales, finance, and engineering workflows—reducing customer onboarding time from 3 days to 5 minutes. Led a data processing optimization effort that saved \$250K per month, with continued savings as the company scaled.
- Streamlined integrations and backlog management, reducing work-in-progress (WIP) for engineering to 3 active projects while organizing a backlog of over 100 integrations and improvements. Established clear expectations with sales and support teams on deliverables, improving transparency and alignment.

### Senior Technical Product Manager

Jun 2019 – May 2021

*Twilio*

- Responsible for the API and Console Gateways that have never had downtime. We rebuilt the edge from the ground up and changed network layers so that we could build and implement our real time per-customer-per-endpoint rate limiter.
- Helped to create geographic edges for Twilio in IE1, AU1, US-west, US-east to allow for local connections
- Played a pivotal role in defining the customer engagement functionality that would be integrated into the Twilio channels. building customer engagement features by working horizontally across teams, ensuring that product efforts were integrated and aligned with overarching company goals.
- Managed the product life cycle of my teams using Agile methodologies, prioritizing features and delivering high-quality releases aligned with business objectives.

MATT BERNIER

Product Manager and Project Manager

Feb 2018 – Jan 2019

ShapeShift

- Led product strategy for two engineering teams and the DevOps team, driving the company’s "one platform" vision through cross-functional collaboration while implementing a Lean Startup-based discovery process to align product roadmaps with business objectives.
- Drove key process and security improvements, leading the transition from API Key-based authentication to OAuth without disrupting users, introducing Kanban to enhance engineering efficiency, and fostering a documentation-first culture to streamline internal operations.

Developer Experience Product Manager

Sep 2014 – Feb 2018

SendGrid

- Led the Developer Experience (DX) Product team, managing the developer environment across APIs, SDKs, Developer Tools, and documentation to enhance usability and adoption. Established a customer-first API design process with a rigorous approval workflow for new endpoints, ensuring consistency and developer satisfaction.
- Championed developer engagement and open-source contributions, standardizing API libraries across seven languages, improving documentation, and gathering insights from customer research, GitHub issues, and internal teams to continuously refine the Developer Experience.

SKILLS

- |                                |                                |                           |                           |
|--------------------------------|--------------------------------|---------------------------|---------------------------|
| • Product Roadmapping          | • Team Building & Mentorship   | • Effective Communication | • Start-Up Leadership     |
| • AI Modeling and Usage        | • Competitive Analysis         | • Problem-Solving         | • Strategic Planning      |
| • Agile Methodologies          | • Risk Management              | • Product Management      | • Team Leadership         |
| • Developer Experience         | • Performance Metrics and KPIs | • Product Operations      | • Stakeholder engagement  |
| • Developer Tools              | • Customer Insights & Feedback | • Program Management      | • Workload Prioritization |
| • Data-Driven Decision Making  | • Budget Management            | • Process Optimization    | • Feature Prioritization  |
| • Product Lifecycle Management | • Go-to-Market Strategy        | • Hiring and Recruiting   | • Team Collaboration      |

Education

University of Missouri - Columbia B.S: Computer Science & B.S: Information Technology