Matt Bagnara

PRODUCT MANAGER

WORK EXPERIENCE

PRODUCT MANAGER
Chargefox
Jan 2023 - Present

As part of our mission to electrify all vehicles, I work with my team to help discover, define and deliver software solutions to increase the number of new EV drivers on the Chargefox platform.

- **Designed, gained business support and led implementation of EV driver metrics funnel**, enabling the organisation to track churn and retention of our core customer segment
- **Defined strategic business goals to measure how we can deliver a market leading charging experience for our customers**, establishing objectives and key results that helped my team plan and deliver product improvements aligned to key opportunities in market
- **Led project to significantly reduce operational costs by moving business away from well established industry model**, where we needed to print signage for EV charging stations to a innovative standardised software solution QR codes

PRODUCT MANAGER
Zendesk
Nov 2021 - Dec 2022

Led engineering team and cross-functional stakeholders that own the API and UI used by thousands of third-party apps and 73% of customer base.

- **Created, owned, and executed on a strategic multi-quarter roadmap** to grow the apps ecosystem, contributing to a sustained 11% decrease in average ticket resolution time
- **Collaborated with engineering and other product teams** to migrate events and endpoints used by over 100k apps to a new framework whilst managing dependencies and risks to $1m+ ARR customers' critical ticket workflows

Previously worked with group that owned the primary company record used by 10k+ B2B customers.

- **Interfaced with design and UX research** to plan and facilitate user interviews with 12 enterprise customers, developing and testing a prototype to validate product direction
- **Set key success metrics and built dashboard from multiple datasets** for senior cross-functional stakeholders to track product health and user behaviour
- **Defined, prioritised and helped deliver** a proof of concept that allowed customers to merge company records, eliminating a manual multi-step process and saving 700+ hours annually

PRODUCT MANAGER
Xplor
Oct 2020 - Nov 2021

Worked with 2 scrum teams on Xplor's core product, used by thousands of childcare providers to manage bookings, subsidies, rostering, and more.

- **Worked closely with go-to-market teams** to deliver rapid iterations to a new messaging feature based on customer feedback - led to 18% week-on-week increase in messages sent month after launch
- **Partnered with engineering peers** to track product performance, debug, and ship a hotfix that delivered a 25% decrease in bookings page loading times
- **Led planning, design and execution** of new login experience - decreased average login time for thousands of daily users by 29%

EDUCATION

CLIMATE TECHNOLOGY FELLOWSHIP
Institution: Startmate
Year of Graduation: 2024

PRODUCT MANAGEMENT
Institution: General Assembly
Year of Graduation: 2020
- Name standout student by Lead Instructor
- Link to Final Presentation

BACHELOR OF ARTS
Institution: University of Melbourne
Year of Graduation: 2014
- Major in Politics, Minor in Languages/Linguistics
- Member, Melbourne Arts Student Society

EXTRACURRICULAR

TEACHING ASSISTANT
General Assembly
2021 - Present
Helping run the remote Product Management 10-week course at GA by answering questions, helping with homework and facilitating group discussions.

BLOGGER
mattbagnara.me
2020 - Present
Periodic blog posts, discussing insights around product management with a particular focus on sustainability.

REFERENCES

Available on request.

SKILLS

- Prioritisation & roadmap planning
- Data analysis
- Project management (Agile)
- User research & prototyping
- Collaboration
- Communication & stakeholder management
- **Tools:** SQL (Google BigQuery), Quicksight (AWS), Mixpanel, Segment, Notion, Pendo, Jira, Confluence, Maze, Productboard, Miro, Trello & Mailchimp