

Devin Labadini

PRINCIPAL PRODUCT MANAGER

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High-agency, startup-tested product builder who grew B2B revenue \$0→\$10M ARR and B2C MAU 0→100K with UI/UX, GTM, and data expertise; diagnoses the root problem, strips the noise, and ships what moves the north star.

EXPERIENCE

Independent · Product Builder · 2023 – Present

- Led Video Hubs (12% attach, ~30 SQLs/mo, \$8K ACV expansion) as fractional Product Director at Goldcast (B2B SaaS).
- Led Recording Studio (21% attach rate, ~18 SQLs/mo, \$4K ACV expansion); cut time-to-publish from days to under 2 hours.
- Building with AI, LLMs, and agentic workflows — shipping Intervals (running analytics), Opti AI (LLM routing middleware), Vamos (local services marketplace), and PromptBinder (prompt orchestration).
- Recharging through travel abroad, marathon running, and expanding family with two children, Cole and Rowan.

Hone · Principal Product Manager (Founding PM, employee #6) · 2019 – 2023

Built and scaled a multi-sided B2B2C leadership platform (learners, coach, HR personas; 70+ NPS); grew revenue \$0→\$10M ARR; shaped product vision and investor narrative across \$52M in funding; reported to CEO.

- Saved \$800K in headcount by owning design (Figma), analytics, PMM & QA until Series B.
- Scaled ACV \$20k→\$70k — led product roadmap & GTM strategy, aligning CEO, Sales, Ops, and CS.
- Improved gross margin 50%→70%+ via pricing strategy, product mix & operational efficiency.
- Grew \$500K stipend revenue and MRR \$0→\$40K from B2C catalog in year one; 18% conversion to team plans.
- Drove \$1M ARR in 6 months — launched and scaled Hone Unlimited for Teams at 36% attach rate.
- Boosted enrollment 50%→82% and attendance 62%→90% via self-serve onboarding, rescheduling UX, nudges & HR/LMS.
- Increased DAU/MAU 40% and survey completion 42%→64% via content, personalization & learning goals.
- Cut Ops/CS workload 52% YoY and TTV 36% via coach marketplace (80 NPS), HRIS & workflow automation.
- Joined 5+ weekly Sales & CX calls to translate frontline signals into product and positioning decisions.
- De-risked roadmap by validating each hypothesis via low-code tools (80+ experiments) before engineering investment.

Pacific Digital Agency · Principal Product Manager, Labs · 2018 – 2019

- Led Sonar, a location-based advertising platform, with paid media team; Google/Facebook APIs; +28% conversion rate (CRO).
- Led Fathom, a scoring model driving cross-team backlink, keyword, content & technical SEO strategy.

Harley-Davidson (via Gigster) · Lead Product Manager · 2017 – 2018

- 100K MAU & 4.5+ star rating in 6 months — launched H-D's first B2C apps (Web, iOS, Android).
- Conducted rider interviews and usability studies to shape strategy — discovered demand for scenic exploration.
- Led cross-functional team and H-D stakeholders through prototyping, UAT, MVP, GTM, and iteration.
- Designed route planner with GPS recording, waypoints, and community ride sharing as core loop.
- Shipped IoT Bluetooth and connected bike features (location, diagnostics, service reminders) to drive retention.

Gigster · Lead Product Manager, Enterprise · 2016 – 2018

- Led Staples.com WCAG 2.0 AA remediation for Office Products (15M+ MAU); full compliance, zero conversion regression.
- Boosted lawyer earnings 20% via legal marketplace with chat (Twilio), booking & payments (Stripe).
- Achieved up to 10% premium savings via fitness tracking and meal planning B2B wellness app.

Launch Theory · Founder & Product Manager · 2014 – 2016

Founded product studio helping early-stage startups unlock growth, validate and ship earliest-testable products.

- Secured \$7M Series B funding as a key partner to the CEO of a B2B2C ed-tech company.
- Launched PLG freemium plan driving 25% user acquisition and 18% advertising ARPU growth.
- Built event tracking (Heap) and A/B testing framework; 12% activation lift from homepage redesign.
- Shipped Drift chat integration; reduced MTTR by 40% and increased SQLs by 20%.
- Hired key product team roles, including an experienced startup CTO.

AmerisourceBergen (acquired IntrinsicIQ for \$35M) · Business Intelligence Developer · 2012 – 2014

- Boosted oncology data coverage 40% YoY via EMR, EHR & Nucleus integrations from 500+ clinics.
- Analyzed 600K+ patients and 7M+ drug events to surface adoption, adherence, sequencing & real-world outcomes (RWO).
- Fueled 30%+ YoY revenue growth by building ETL pipelines and productizing real-world evidence (RWE) data products.
- Built cohort and dimensional models to assess payer, care, and prescribing patterns.

McKesson (acquired Medventive for \$100M+) · Senior Implementation Architect · 2011 – 2012

- Deployed population health & risk management SaaS across 40+ payer and ACO contracts covering millions of lives.
- Solo-built 15x faster ETL architecture — cut data implementation from weeks to under 4 hours; self-taught C# / LINQ.
- Adopted as standard across 8-person team; boosted onboarding throughput 20%, support capacity 40%, and CSAT 14%.

CollegeBookEvolution.com · Founder & Product Manager · 2009 – 2011

- Founded two-sided P2P EdTech textbook marketplace; boosted buyer savings and seller resale 25%.
- Self-taught HTML/PHP/JS/MySQL; led developers through design, build, and launch of MVP.
- Ran user research and pricing tests to shape the product roadmap.
- Boosted activation 2x and listings 4x via onboarding funnel, chat, and payment UX improvements.
- Placed 2nd of 75 teams in BPC; secured SGA endorsement, driving 6x visitor traffic spikes.

EDUCATION

B.S. Finance (ex Forensics), 3.7 GPA, West Virginia University; Magna Cum Laude, Honors College, University Honors Scholar.

KEYWORDS

Product & Strategy: Product Management, Product Strategy, Roadmap, Pricing, PLG, GTM, Marketplace, Stakeholder Management, Cross-functional Leadership, Change Management, Customer Success, User Interviews, Usability Testing, UAT, UX, JTBD, Continuous Discovery, First Principles, RICE, OKRs, North Star Metric, Story Mapping, Impact Mapping, Design Sprint, Shape Up, HEART, Agile. **Design & Data:** Product Design, UI/UX, Design Thinking, Prototyping, Figma, Framer, SQL, Data Modeling, A/B Testing, Quantitative Analytics, Mixpanel, Amplitude, Heap, KPIs, CAC, NPS, CSAT. **Domains:** SaaS, Enterprise, SMB, MM, B2B, B2C, B2B2C, HR, L&D, Ed-Tech, Health-Tech, Legal-Tech, Ad-Tech, IoT, Mobile, Video, Content Marketing, Mobility, Routing, Navigation, Location Intelligence, Healthcare, Pharma, RWE, RWD, Population Health, Risk Stratification, ACO, Value-Based Care, Clinical Data, Payer, Revenue Cycle, DaaS. **AI:** LLM, Generative AI, Agentic Workflows, AI Agents, Vibe Coding, Prompt Engineering, RAG, MCP, OpenAI, Anthropic, Claude, NLP, Structured Outputs. **Engineering & Tools:** TypeScript, React, Next.js, React Native, Expo, Vue, Python, Rust, Node.js, Bun, Convex, Tailwind CSS, shadcn/ui, Stripe, Shopify API, SAML, SSO, Playwright, Claude Code, Cursor, Copilot, Linear, Notion, Vercel.