Rohan Mehta Senior Product Manager

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PROFILE SUMMARY

- **Senior Product Manager** with **8 years** in B2B SaaS, now owning the free-to-paid growth area of a scheduling product used by millions of people a month.
- Uses **Mixpanel**, **Looker** and **SQL** for analysis, **LaunchDarkly** for experiments, **Productboard** and **Jira** for the roadmap, and **Figma** for flows.
- Deep in **product-led growth**, **pricing and packaging**, **onboarding experiments** and **trial-to-paid conversion**, with a hypothesis and a goal metric on every bet.
- Partners with 2 engineering leads, a designer, a data analyst, product marketing and the sales team that works the larger self-serve accounts.
- Mentors **2 product managers** on experiment design and runs the monthly growth review for the product and marketing leadership group.

TECHNICAL SKILLS

Product Analytics:	Mixpanel, Looker, SQL, Cohort analysis
Experimentation & Feature Flags:	LaunchDarkly, A/B testing, Holdout groups
Roadmapping & Delivery Tools:	Productboard, Jira, Confluence, Agile
User Research Tools:	Customer interviews, UserTesting, Surveys
Design & Prototyping Tools:	Figma, Miro, Clickable prototypes
Prioritization & Strategy Frameworks:	OKRs, RICE, North Star metric
Go-to-Market & Pricing:	Pricing and packaging, Product-led growth, Launch plans, Salesforce

EDUCATION

Georgia Institute of Technology — **B.S. in Industrial Engineering** — Atlanta, GA · Aug 2014 to May 2018

WORK EXPERIENCE

Calendly — Senior Product Manager — Atlanta, GA · Apr 2022 to Present

- Set the 18-month plan for free-to-paid growth around teams instead of single users, and grew new team plan sign-ups by **34%** in its first year.
- Ran **23** A/B tests in LaunchDarkly on onboarding, the upgrade prompt and the pricing page, lifting trial-to-paid conversion from **9.2% to 11.6%**.
- Reworked packaging with Finance and product marketing so routing forms moved into the team plan, adding **$4.1M** in annual recurring revenue in its first year.
- Interviewed **40** admins at growing companies about shared booking pages, and used Mixpanel cohorts to size the gap before the squad committed a quarter to it.
- Wrote the quarterly roadmap doc and reviewed trade-offs with sales and support leaders, which cut escalated feature requests from sales by **half** in 2 quarters.

Mailchimp — Product Manager — Atlanta, GA · Jul 2018 to Mar 2022

- Wrote PRDs and planned sprints with a squad of **9** engineers on the email template editor, cutting reopened tickets after each release by about a third.
- Launched saved content blocks through a 300-account beta and a staged rollout, and saw **21%** of weekly active senders reuse a block within 2 months.
- Built a churn view in Looker for small-business accounts, and cut first-month cancellations from **7.8% to 6.1%** with a simpler setup checklist.