Adina Voss Associate Technical Product Manager

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PROFILE SUMMARY

- **Associate Technical Product Manager** with **5 years** in software, 2 of them in product, working on the public APIs and webhooks that partners use to build apps on a CRM platform.
- Writes specs in **OpenAPI** and reviews them in **GitHub**, pulls usage data with **SQL** and **Amplitude**, watches endpoint health in **Datadog** and plans sprints in **Jira**.
- Strongest at **API contract reviews**, **developer interviews** and **webhook delivery metrics**, backed by almost 3 years as a backend engineer on the same platform.
- Works every day with 9 platform engineers, a senior product manager and 2 developer advocates, and sits in on the monthly call with app partners.
- Runs the weekly **new endpoint review** for the platform team and wrote the onboarding guide the last 2 associate PMs on the developer platform used.

TECHNICAL SKILLS

APIs & Integration Standards:	REST, OpenAPI, Webhooks, OAuth 2.0
Cloud & Platform Infrastructure:	AWS, Apache Kafka, Kubernetes, MySQL
SDKs & Developer Tools:	GitHub, Java, Python, Postman
Observability & Monitoring:	Datadog, SLOs, PagerDuty
Data & Usage Analytics:	SQL, Amplitude, Looker
Specs, Roadmap & Docs Tools:	Jira, Confluence, Lucidchart
Product & Delivery Methods:	Agile, Scrum, RFCs, Semantic versioning

EDUCATION

Northeastern University — **B.S. in Computer Science** — Boston, MA · Sep 2016 to May 2021

WORK EXPERIENCE

HubSpot — **Associate Product Manager, Developer Platform** — Cambridge, MA · Apr 2024 to Present

- Drafted the half-year webhooks roadmap with the senior PM, ranking **38** partner requests by usage data and support load so 2 platform squads could commit to the top 6.
- Wrote OpenAPI specs and PRDs for **9** new CRM API endpoints, with error codes, pagination and rate limits, and got each one through design review before engineering started.
- Interviewed **24** partner developers about failed webhook deliveries and grouped their support tickets by cause, which showed that retry behavior, not payload size, was the main complaint.
- Rewrote the webhooks quickstart and sample app with a developer advocate and tested it with new partners, cutting median time to a first delivered event from **40 minutes to 12**.
- Built a dashboard in Amplitude and SQL for webhook subscriptions, failures and retries by app, which found the **14** partner apps behind most of the retry traffic.

HubSpot — **Software Engineer** — Cambridge, MA · Jul 2021 to Mar 2024

- Wrote the design doc for splitting webhook delivery into per-app Kafka topics, comparing cost and ordering trade-offs, and cut delivery delays during traffic spikes from **9 minutes to under 30 seconds**.
- Set the team's first latency SLO for the contacts API in Datadog during on-call, and kept **99.9%** of requests under 300 ms for 4 quarters in a row.
- Built the migration script and usage report that moved **120** internal services off a retired contacts endpoint before its shutdown date, with no customer-facing errors.