

Paul Bloedorn

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TL:DR: Customer-focused Product Manager with experience in B2B SaaS, training in UX and product design, background in customer support and sales.

EXPERIENCE

C3 Softworks, Minneapolis, MN

Product Manager 2018 - 2021

C3 Softworks makes training games, proven to increase learner engagement and retention. Clients include 3M, Abbvie Pharmaceutical and Miami Dade Colleges.

- Championed a 16 month, end-to-end platform rebuild that addressed 10 years of technical debt; reducing engineers' time spent maintaining the code base **from 85% to 20%**.
- Orchestrated C3's first beta release process with 50 participants; client interviews and feedback loops helped the new games achieve a **97% adoption rate**.
- Conducted customer research and validated the adoption of a simplified 3-tier product pricing model; average initial contract **increased 40%** the next quarter.
- Identified and fixed issues in the signup and game configuration flows, **reducing support calls by 60%**.

Customer Support Manager 2017 - 2018

- Resolved 800 technical support requests in < 1 year.
- Helped marketing **3x click through rates** by sharing new ways trainers were using our games (i.e. using student performance data for pre-post analyses).
- Led a hackathon with engineering, marketing and sales; found a way to flag clients with elevated churn risk in the **first 14 days** of annual subscriptions.

Sales / Customer Success 2015- 2017

- Conducted story-based Interviewing and needs analysis to understand pain points of trainers in 11 industries; acquired new clients at Medtronic, AT&T and Boston Scientific.
- Led live product demos at industry conferences generating **100+ MQLs per event** (our highest ROI marketing activity).
- Fostered cross-functional and async collaboration by demonstrating the benefits of cloud-based CRMs and virtual design tools to teammates and leadership; C3 shifted to fully-remote in 2019.

PCS Residential, Eagan, MN

Lead Sales Consultant 2011 - 2014

- Led marketing research and new business generation campaigns for 30+ neighborhoods across 8 major storm events, directly **managing a team of 5** sales consultants.
- Built client relationships and successfully managed **200+** successful residential restorations projects.

EDUCATION

CareerFoundry, Berlin, Germany

UX Design Certification Program 2022 - 2023

Western Governors University, Salt Lake City, UT

B.S. Business, IT Management 2023 - (anticipated) 2025