

Paul Bloedorn

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CAREER SUMMARY

Product Management professional with **3+ years experience in B2B SaaS** Product Management, certification in UX Design, and 10+ years experience in sales and customer support.

PROFESSIONAL EXPERIENCE

C3 Softworks

Product Manager

Minneapolis, Minnesota

February 2018 - February 2021

- Orchestrated an 18-month overhaul of SaaS product architecture by steering cross-functional teams to eliminate 10 years of technical debt, freeing up the 63% of engineering bandwidth previously spent on system maintenance.
- Coordinated the efforts of 2 staff developers, 5 contracted specialists, and 2 IT firms to navigate C3's product strategy and product roadmap.
- Analyzed customer feedback and identified areas of improvement in the pricing model; developed and implemented a 3-tiered pricing strategy, resulting in a 40% increase in average contract value.
- Championed the establishment of a data-driven, customer-centric product development lifecycle, integrating customer feedback loops and running the first-ever formal beta test with 50+ participants.
- Ran a cross-department hackathon where engineers queried datasets and generated usage metrics to identify churn-risk customers 4x earlier in the contract lifecycle.

C3 Softworks

Support Manager

June 2017 - February 2021

- Partnered with Sales and Engineering to communicate and catalog customer support requests to identify root causes. Achieved an 85% reduction in incoming requests.
- Devised technical support for a wide range of B2B clients, resolving 1000+ support tickets.
- Conducted user-research interviews with 12 customer teams across 8 industries, improved email marketing of proven use-cases led to a 15% increase in sales conversion.

C3 Softworks

Sales / Customer Success

November 2015 - January 2018

- Empathized with prospects to identify pain points and offer solutions to improve workflows.
- Led live product demonstrations with corporate trainers and stakeholders to show how training games increase learner engagement and retention.
- Networked at training and industry conferences to generate new business opportunities, averaging 100+ qualified prospects per session.

- Influenced leadership by presenting the benefits of cloud-based CRMs and remote collaboration tools, the resulting implementation prepared the way for the 2019 shift to a fully remote workplace.

EDUCATION

CareerFoundry, Berlin, Germany

UX Design Certification

Completed February 2023

University of Wisconsin-Madison

Biology Core Curriculum

Completed 70 credit hours

TECHNICAL SKILLS

Axure RP | Adobe XD | Figma | Miro | Usability Hub | Excel | Google Suite | CRMs | Confluence