

Ian Ray

Engineer turned Product Manager, for more insights visit ianray.com

Hearth (AI, Financing and Payments), Sr Product Manager

May 2022 - Current — SaaS, FinTech, SMB, B2B2C

- Launched and scaled AI Receptionist product to \$1M ARR (500+ customers) in 6 months by shipping an AI-powered self-service onboarding
- Decreased time to payout (T+2 avg) for faster access to working capital by experimenting with payment methods starting from clickable prototypes
- Increased sprint velocity by 15% within 2Q by leading cross-functional agile team (eng, devops, data, design, and marketing)

Prox.io (Marketplace), Head of Product

Sept 2020 - Oct 2021 — Marketplace, Startup, Seed Funding, B2C

- Launched marketplace (0-1) for influencers to offer monthly subscriptions
- Worked closely with early adopters to experiment with onboarding process to help them effectively sell subscriptions, doubling new user activation

Canto (Enterprise SaaS), Growth Product Manager

2014 - 2020 — SaaS, B2B, Digital Asset Management

- Increased traffic to 100K MAU by leading roadmap for increasing SEO quality score for highly competitive keywords by reducing website load times
- Launched automated trials experiment; increased lead conversions by 35%
- Product Owner of WordPress plugin, a feature with 90% retention rate
- Key member of transition team to SaaS product driving \$10M+ ARR

Comatica, Co-Founder and Engineering Manager

2010 - 2014 — Digital agency, Freelance designers and developers

- Developed apps, websites, and demand-gen marketing for clients
- Clients: Lamborghini, Lexus, South Coast Plaza, Startups, and SMBs

Lamborghini Club America, Product Engineer, Subscriptions

2012 - 2022 — My "nights and weekends" project, B2C, eCommerce

- Launched membership app for subscriptions increasing ARR by 300%
- Developed CRM of Lamborghini owners with marketing automation which generated over \$2M in 2021 for sponsors and brand partners

EDUCATION

University of Houston

Major Mathematics

Hired from summer internship at a startup, didn't complete degree

Orange County, CA

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SKILLS

Data Analysis:

SQL, Postgres, Python, MixPanel, Mode, HotJar, Amplitude, FullStory, DataDog

UI / UX Design:

Figma, Photoshop, Illustrator, Prototypes, Usability Testing

Engineering:

Javascript, React, NextJS, React Native, HTML, CSS, Tailwind, Bootstrap, Supabase, NodeJS, PHP, MySQL, REST, GraphQL

Marketing Tech:

Salesforce, Marketo, Braze, Mailchimp, Hubspot, Google (Analytics, Console, Tag Manager, Adwords)

CMS: WordPress (expert)

PROJECTS / AWARDS

tvcharts.co

90k MAU; \$0 of marketing

Eagle Scout