JULIAN MERCER

B2B SAAS MOBILE PRODUCT MANAGER

San Francisco, CA | (415) 555-0148 | julian.mercer@email.com | linkedin.com/in/julianmercer

PROFESSIONAL SUMMARY

B2B SaaS Mobile Product Manager with 7+ years leading iOS and Android experiences for field, sales, and operations teams. Balances offline reliability, security, and speed to deliver mobile workflows that business users rely on throughout the working day.

PROFESSIONAL EXPERIENCE

Senior Product Manager, Mobile Mar 2025 - Present
Salesforce, San Francisco, CA

- Lead the mobile experience for field sales with 14 engineers across iOS and Android, growing weekly active users 37%.
- Defined offline-sync requirements with Engineering that reduced failed record saves in low-connectivity areas by 61%.
- Partnered with Security on device management and biometric sign-in, enabling rollout at 24 enterprise customers.

Product Manager, Mobile Jun 2023 - Feb 2025
Box, Redwood City, CA

- Owned mobile document capture and approval flows, increasing mobile approvals completed per active user 29%.
- Coordinated release trains and phased rollouts with app store requirements, maintaining a two-week cadence.
- Defined push-notification rules that raised weekly return rates 12% without increasing opt-outs.

Product Manager, Android Jul 2021 - May 2023
Slack, San Francisco, CA

- Supported Android notifications and message-composer improvements with a squad of eight engineers and designers.
- Analysed session data to identify high-friction paths and proposed fixes adopted in two quarterly releases.
- Managed beta programs of 2,000 testers and organised feedback for triage and release decisions.

Associate Product Manager Aug 2020 - Jun 2021

- Wrote release notes and in-app announcements for each Android release, improving feature discovery measured in session events.
- Wrote acceptance criteria and test plans for Android composer changes, helping engineers close issues before each release.

Product Analyst, Mobile Aug 2019 - Jul 2020
Dropbox, San Francisco, CA

- Analysed mobile sync and sharing usage data and summarised drop-off points for the product team in a weekly report.
- Triaged app-store reviews and support tickets into themes that informed two quarterly Android roadmap items.

CORE SKILLS

Mobile product management | iOS and Android | Offline-first design | Mobile security | App performance | Release management | Push notifications | Usability research | Product analytics | Crash analytics | Roadmapping | Enterprise mobility | SQL | Firebase

EDUCATION

B.S. in Human-Computer Interaction, University of Washington, Seattle, WA

CERTIFICATIONS

Pragmatic Institute Foundations