JULIAN MERCER

B2B SAAS PRODUCT MANAGER

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PROFESSIONAL SUMMARY

B2B SaaS Product Manager with 8+ years building enterprise software at Salesforce, HubSpot, Workday, and Twilio. Works with sales, customer success, and large buyers to improve seat growth, renewals, and admin adoption across multi-tenant products.

PROFESSIONAL EXPERIENCE

Senior Product Manager Feb 2024 - Present
Salesforce, San Francisco, CA

- Own the sales forecasting module sold to 9,000 enterprise accounts, and a redesigned rollup view lifted weekly active seats by 12%.
- Run a customer advisory board of 14 revenue operations leaders and turn their quarterly asks into a ranked, shared roadmap.
- Worked with sales engineering to package a premium forecasting tier, which closed upgrades at 40 existing accounts in two quarters.
- Defined the admin permission model for a new add-on, so security teams at large buyers could approve it without custom review.

Product Manager Jun 2021 - Jan 2024
HubSpot, Cambridge, MA

- Led the reporting dashboards product for sales teams, increasing paid seat expansion among accounts above 200 users by 9%.
- Partnered with customer success on a churn review of 60 lost accounts and fixed the three onboarding gaps that came up most.
- Built a self-serve import tool for CRM data that cut implementation requests to the services team by a quarter.

Associate Product Manager Jul 2019 - May 2021
Workday, Pleasanton, CA

- Wrote requirements for an expense approval workflow used by large employers, working with finance buyers during every design review.
- Handled release readiness for quarterly updates, coordinating documentation, training, and sandbox testing for tenant administrators.
- Tracked feature adoption across 300 customer tenants and flagged low-use settings that were removed from the next release.

Product Analyst Jul 2018 - Jun 2019
Twilio, San Francisco, CA

- Analyzed usage and renewal data for messaging accounts and identified the usage threshold that best predicted a contract expansion.
- Built a monthly account-health report for the product group, helping account managers spot flat usage three weeks sooner.

CORE SKILLS

Enterprise roadmaps | Seat expansion | Renewal and churn analysis | Admin and permissions design | Customer advisory boards | Packaging and tiers | Sales enablement | Multi-tenant products | Product-led growth | SQL | Salesforce | Gainsight | Tableau | Jira

EDUCATION

B.S. in Information Systems, Boston College, Chestnut Hill, MA

CERTIFICATIONS

Pragmatic Institute Certified Product Manager (PMC) | Salesforce Certified Administrator