

JULIAN MERCER

PRODUCT MANAGER

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PROFESSIONAL SUMMARY

Product Manager with 9+ years of experience turning customer problems into focused roadmaps for Google, Stripe, and Airbnb. Combines discovery, prioritization, experimentation, and cross-functional delivery to improve adoption, retention, and revenue.

PROFESSIONAL EXPERIENCE

Product Manager Google, Mountain View, CA

Jun 2021 - Present

- Owned roadmap for a 4.8M-user workflow product, increasing task completion 23% and annualized revenue \$31M.
- Synthesized 120 interviews and behavioral data into three priorities, lifting roadmap confidence from 61% to 88%.
- Led four cross-functional launches, delivering 94% of milestones and cutting decision latency 29%.
- Designed onboarding experiments across seven markets that improved activation 18% and reduced first-week abandonment 14%, then codified the winning journey for regional rollout.
- Defined north-star and guardrail metrics for the portfolio, retiring six low-value initiatives and redirecting 22 engineer-months to higher-impact work across subsequent roadmap reviews.
- Presented quarterly product reviews to executives and secured funding for two roadmap bets projected to add \$19M in annual revenue for the next planning cycle.
- Built a quarterly discovery portfolio connecting strategic questions, customer evidence, decision owners, and validation deadlines across four cross-functional teams.

Senior Product Manager Stripe, San Francisco, CA

Apr 2018 - May 2021

- Launched a payments reconciliation product for mid-market finance teams, reaching 2,300 accounts and \$18M ARR within 18 months without weakening customer guardrails.
- Prioritized 46 customer requests using opportunity and revenue-risk scoring, reducing roadmap carryover 35% across six quarterly product planning cycles.
- Partnered with Risk and Compliance to redesign verification flows, improving approval rate 12% while holding fraud loss below target across priority product workflows.
- Ran a 40-customer beta that found two critical workflow gaps and reduced post-release support volume 27% at scale.
- Aligned Sales and Customer Success on eligibility and rollout sequencing, helping 81% of target accounts activate within the first quarter with clear accountable follow-through.
- Introduced post-launch outcome reviews that connected adoption, support demand, commercial performance, and follow-up ownership to each major roadmap investment.

Associate Product Manager Airbnb, San Francisco, CA

Jul 2015 - Mar 2018

- Improved host listing completion 16% by analyzing funnel drop-off and shipping contextual guidance across web and mobile.
- Wrote requirements and acceptance criteria for 18 trust features, reducing ambiguous engineering rework 21% and improving handoffs between Product, Design, and QA.
- Created weekly product-health reporting across conversion, cancellations, and support contacts, giving a 12-person product group one prioritized operating view.
- Partnered with Design on five usability studies, reducing time to publish a first listing from 18 to 12 minutes and clarifying the next set of workflow improvements.

CORE SKILLS

Product strategy | Roadmapping | Customer discovery | Prioritization | Product analytics | Experimentation | Requirements | Go-to-market | Stakeholder management | SQL | Amplitude | Jira | Figma | A/B testing | Agile delivery

EDUCATION

B.S. in Symbolic Systems, Stanford University, Stanford, CA

CERTIFICATIONS

Pragmatic Institute - Foundations | Certified Scrum Product Owner (CSPO) | Amplitude Product Analytics Certification