

JULIAN MERCER

SENIOR PRODUCT MANAGER

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PROFESSIONAL SUMMARY

Senior Product Manager with 9+ years owning complex B2B and fintech products from discovery through scaled adoption. Sets outcome-driven strategy, aligns executive and delivery teams, and turns customer evidence into durable revenue and operating improvements.

PROFESSIONAL EXPERIENCE

Senior Product Manager Stripe, San Francisco, CA

Jul 2022 - Present

- Owned strategy for enterprise billing workflows representing \$480M in annual payment volume, increasing successful configuration 21%.
- Synthesized 80 customer interviews and product data into a three-year roadmap adopted by Product, Engineering, and Sales leaders.
- Led four cross-functional launches across 12 markets, delivering \$34M in annualized expansion revenue.
- Built outcome reviews linking adoption, support demand, reliability, and revenue to each major roadmap investment.
- Coached two product managers on discovery, prioritization, and executive decision narratives.
- Aligned executive stakeholders on success measures and decision thresholds before committing engineering capacity to major bets.
- Presented roadmap choices to Sales and Customer Success, clarifying which customer commitments the team could responsibly support.

Product Manager Square, San Francisco, CA

May 2019 - Jun 2022

- Launched seller cash-flow tools used by 210,000 businesses, increasing weekly product adoption 26%.
- Prioritized 48 opportunities using customer pain, strategic fit, revenue, and delivery confidence.
- Ran pricing and packaging tests across three segments, improving paid conversion 11% without increasing churn.
- Partnered with Risk and Legal on controls that reduced manual review 29% while meeting compliance requirements.
- Established product telemetry requirements with Engineering, raising trusted behavioral coverage from 74% to 96%.

Associate Product Manager Intuit, Mountain View, CA

Aug 2016 - Apr 2019

- Defined requirements for tax-preparation guidance that reduced avoidable filing errors 14%.
- Built weekly funnel reporting and expert readouts, shortening issue detection from six days to one.
- Coordinated Design, Engineering, Support, and Analytics for nine releases with zero priority-one defects.
- Facilitated post-launch reviews that converted adoption and support findings into the next roadmap decisions.
- Synthesized support and usability evidence into prioritized onboarding improvements for the next planning cycle.

CORE SKILLS

Product strategy | Roadmapping | Customer discovery | Prioritization | Product analytics | Go-to-market | Pricing | Experimentation | Executive communication | Cross-functional leadership | SQL | Financial modeling | Risk management | Product operations

CERTIFICATIONS

Pragmatic Institute Product Management | Reforge Product Strategy

EDUCATION

B.S. in Management Science, University of California, San Diego, La Jolla, CA