

JULIAN MERCER

TECHNICAL PRODUCT MANAGER

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PROFESSIONAL SUMMARY

Technical Product Manager with 9+ years of experience leading API, platform, and developer-tool products at Amazon, Cloudflare, and Twilio. Translates architecture constraints and customer workflows into reliable roadmaps, adoption growth, and lower operating cost.

PROFESSIONAL EXPERIENCE

Technical Product Manager Amazon, Seattle, WA

Jun 2021 - Present

- Owned roadmap for an internal API platform processing 9.2B requests per day, improving service onboarding time 43% across 180 engineering teams.
- Defined versioning, authentication, rate-limit, and observability requirements with principal engineers, reducing breaking changes 61% year over year.
- Prioritized reliability investments using incident frequency and customer impact, raising availability from 99.91% to 99.98% while protecting roadmap capacity.
- Launched self-service developer documentation and sandbox tooling, increasing monthly active integrations 28% and cutting support tickets 32% at scale.
- Built a three-year capacity and cost model that informed \$12M in infrastructure commitments and lowered unit compute cost 17% as platform demand scaled.
- Facilitated architecture reviews across seven service owners, resolving dependency risks six weeks before the planned migration across subsequent roadmap reviews.

Senior Platform Product Manager Cloudflare, San Francisco, CA

Apr 2018 - May 2021

- Led product definition for edge configuration APIs adopted by 14,000 enterprise developers, generating \$24M in expansion ARR for the next planning cycle.
- Mapped integration failures to SDK and API design gaps, improving successful first deployment from 64% to 86% and reducing avoidable support escalations.
- Partnered with Security and Legal on token-scoping controls that passed enterprise review while reducing setup steps 25%.
- Established API health metrics and release gates, cutting severity-one integration incidents 38% and making launch risk visible to service owners.
- Sequenced SDK coverage for five languages using developer demand data, increasing successful enterprise integrations 19% without weakening customer guardrails.

Solutions Engineer Twilio, San Francisco, CA

Jul 2015 - Mar 2018

- Designed reference architectures for 70 enterprise messaging integrations, shortening proof-of-concept delivery 30%.
- Converted recurring implementation issues into 22 platform requirements and influenced three roadmap releases.
- Created API workshops and sample applications used by 1,600 developers with a 92% satisfaction rating.
- Analyzed support cases from 240 accounts and proposed webhook retries that reduced failed message workflows 22%.

CORE SKILLS

API product management | Technical roadmapping | Platform strategy | System design | Developer experience | REST | GraphQL | Authentication | Observability | Reliability | Cloud infrastructure | SQL | OpenAPI | SDK strategy | Agile delivery

EDUCATION

B.S. in Computer Science, Georgia Institute of Technology, Atlanta, GA

CERTIFICATIONS

AWS Certified Solutions Architect - Associate | Pragmatic Institute - Foundations | Certified Scrum Product Owner (CSPO)