

# CARLOS CHACÓN

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Dynamic Senior Product Manager with a proven track record in the SaaS industry since 2012. Skilled in agile methodologies, team leadership, and user-centric product development. Adept at market research and strategic planning.

## PROFESSIONAL EXPERIENCE

Manifest Climate, Toronto, ON

2022 – 2023

### Senior Product Manager

- Enhanced remote team efficiency and stakeholder alignment by 25% through the implementation of Scrumban methodology, cutting project lead times by 20% and enhancing collaboration by 30%, effectively overcoming communication barriers and accelerating delivery.
- Proactively analyzed customer feedback (quantitative & qualitative) to inform product requirements, driving a 15% satisfaction boost by addressing key pain points.
- Leveraged Mixpanel analytics to map user journeys and identify key usage patterns, enabling data-driven decisions resulting in a 40% increase in user engagement.
- Streamlined onboarding and reduced support tickets by 25% by implementing a guided tour software tool.

Credit Sesame, San Francisco, CA

2020 – 2022

### Technical Product Manager

- Directed a remote cross-functional team as Scrum Master & Pod Lead, driving a 20% increase in user retention by spearheading UX enhancements and engagement strategies..
- Facilitated remote user interviews and led a comprehensive revamp of the banking UI and onboarding process, boosting user satisfaction rates by 30%.
- Developed a product strategy for interact e-transfer, streamlining account funding and benefiting over 200k+ customers.
- Implemented a new method to link direct deposit, resulting in a remarkable 200% increase in funded accounts.

Crowdlinker, Toronto, ON

2018 – 2020

### Product Manager

- Orchestrated the launch of 20 impactful product releases, including a multimedia CMS MVP for MLSE, which led to a 60% surge in new user signups.
- Led and unified remote cross-functional teams across 5 time zones, enhancing communication strategies to increase productivity by 25%, achieving early delivery and 65% higher user engagement for a client's web apps.
- Delivered projects under budget, exceeding client expectations and achieving over 90% client satisfaction. Achieved by, prioritizing product backlogs that aligned with the product vision.
- Mentored and developed 6 junior team members, facilitating their growth and mastery in their roles.

## EDUCATION

Brainstation, Toronto, ON

2016

### Certification, Product Management

Carleton University, Ottawa, ON

2010

### BA, Honours, Political Science

Carleton University, Ottawa, ON

2006

### BA, Film Studies, Minor in Political Science

## SKILLS & OTHER

Technologies: Jira, Figma, Miro, Google Docs, Slack, Mixpanel Analytics

Skills: Agile Development, Product Strategy, Roadmap Prioritization, Strategic Thinking, User Research, UX, Customer-centric product development, SDLC, GPT and AI Implementation