

# HAYDEN ELLIS

Product Manager

## CONTACT

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## EDUCATION

### Bachelor's of Science

| Marketing

*Auburn University*

2014 - 2018

### Master's Degree

| Business Administration (MBA)

*Auburn University*

2018 - 2019

## SKILLS

- Figma
- SQL
- HTML
- CSS
- PHP/Laravel

## EXPERTISE

- B2B SaaS
- 0:1 Product Launch
- UI/UX
- Web Application Strategy

## WORK EXPERIENCE

### Product Manager II

| Housecall Pro | 2025 - Current

- Lead three engineering squads — Reporting, Identity & Access Management (IAM), and API — owning the dashboards, permissions infrastructure, and external API surface used by 60,000+ home-service pros
- Drive the next generation of reporting, designing dashboards that give pros clear visibility into the metrics that actually move their business
- Set API strategy across flexibility, permissioning, and contract design so internal teams and external integrators can build on Housecall Pro reliably
- Previously owned the Charging product area, leading the roadmap for billing infrastructure and revenue-critical payment workflows
- Use Claude and AI prototyping to spin up working design proofs in code, accelerating discovery cycles and aligning engineering and design before scope is locked

### Product Manager

| Randall Reilly | 2022 - 2025

- Led full lifecycle development of a B2B product from ideation to go-to-market, surpassing growth targets by 200% in the first 6 months
- Drove a 500% increase in Monthly Active Users in 6 months through targeted product improvements informed by user behavior analytics and stakeholder feedback
- Built and owned end-to-end user analytics infrastructure using Heap; defined event taxonomy, implemented tracking strategy, and enabled self-serve insights for the product team
- Designed and engineered data-driven prototypes using SQL, Power BI, Looker Studio, and PHP/Laravel

### Senior Product Analyst

| Randall Reilly | 2021 - 2022

- Delivered on-demand ad-hoc reports and dashboards for stakeholders across product, marketing, and executive teams
- Built end-to-end reporting infrastructure for new business division using SQL and Looker Studio and database views
- Acted as a bridge between product and engineering by triaging technical issues using SQL, while leading stakeholder meetings to align on priorities, resolve pain points, and inform roadmap decisions

### Technology Consultant

| Capgemini | 2020 - 2021

- Led a 5-person offshore QA team, improving test coverage and streamlining digital quality assurance processes across critical telecom workflows
- Executed end-to-end QA for self-install kits, including log-level diagnostics, provisioning validation, and real-time tracking
- Learned and applied client's proprietary device provisioning language