David Riddlebarger

Product Manager
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Skills

- **Product Strategy:** Market & competitive analysis, Persona development, value proposition
- **Research:** Qualitative (interviews, ethnography, usability research), quantitative (surveys, A/B tests)
- **Programming Languages** - HTML, CSS, Javascript, Ruby on Rails, SQL
- **Design/Prototyping Tools** - Sketch, InVision
- **Collaboration, Leadership** - Storytelling, public speaking, Agile development, project management

Experience

Honda R&D Americas, Inc, Torrance, CA

Senior Product Manager   May 2011 - Present

- **Developed product strategy** and vision for Honda/Acura vehicles: created **customer personas**, **value proposition**, product positioning, product roadmap, and business case
- Led **market/user research and user testing**, utilizing qualitative and quantitative methodologies; Designed research studies, managed research vendors and budgets up to $300k, reporting findings
- Products Developed:
    - **2017 Honda CR-V: Identified winning market position** that increased sales and transaction price during lifecycle; **increased sales among target customer cohort by 55%**
    - **2019 Acura RDX: Planning Project Leader** on US-based development team. Created aggressive strategy to acquire new customers, elevate brand, and increase revenue. **Increased acquisition from luxury competitors by 130%***; vehicle set brand sales records post-launch
    - **Acura MDX** (in development): **Planning Project Leader** on US-based development team; led multiple rounds of qualitative research, including large driving **usability study**
- Utilized **agile principles** to validate potential concepts and product features using MVPs
- Analyzed key metrics/KPIs using **SQL, Tableau**, SPSS
- Collaborated with & influenced cross-functional engineering & design teams; presented to executives

Probe Racing Components, Torrance, CA

Front-End Developer, Product Manager   April 2007 - June 2010

- Led a team to transform a small business by developing their **E-commerce website**
- **Wrote front-end** code, **created wireframes,** collaborated with designer to develop front-end UI**,** and created/managed product database (descriptions, technical specs, pricing, photos) for ~10,000 SKUs

Projects

WaterSpotter   WaterSpotterApp.com

- **Built a mobile-first web app** for cyclists/runners to find water fountains using Geolocation
- Wrote full-stack source code (Ruby on Rails, Javascript), created UI/**UX design** (Sketch/InVision)
- Wrote user stories, performed QA, utilized Git/GitHub/Heroku to deploy code
- Utilized **A/B testing** to validate product idea, then used metrics/analytics tools (Mixpanel, Google Analytics, HotJar), Facebook ads, and user research to optimize conversion funnel.

Education and Certifications

- **Certified Scrum Product Owner (CSPO)**, 2018
- **Software Product Management (SPM) Certificate**, 2017
  Product School
- M.S. Prdduct Development Engineering, 2011
  University of Southern California
- B.S. Mechanical Engineering, 2009
  California State University, Long Beach