

# Dave Bixler

Director of Product based in Brooklyn, New York

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## WORK

### **Herald API** (March 2022 - Current) / Director, Product Management

- Lead Product at Herald, managing team of 3 product managers
- Establish near-term and long-term product strategy to go from seed round to series A, defining targets with executive leadership team
- Expanded API offering to include purchasing, third-party files, and producer management across 30+ insurance carrier APIs
- Launched Herald API Docs and interactive guides, which decreased customer-integration time by 4 weeks

### **Thimble** (September 2018 - March 2022) / Director, Product Management

March 2021 - March 2022

- Responsible for establishing product strategy aligned with annual targets, creating quarterly roadmap to reach goals
- Hired and managed team of 2 product managers and 1 product analyst
- Increased end-to-end conversion rate by 27% in 3 months
- Led development and launch of 3 new lines of insurance, resulting in an attachment rate of 48% alongside current products
- Owner of all product analytics, responsible for product reporting in monthly presentations for board of directors

### / Product Manager

April 2019 - March 2021, NY

- Created the Certificate Manager, a free compliance management platform to acquire customers at a \$0 CAC
- Developed and launched the customer referral program, with 6% of customers making a referral providing a 400% return on spend
- Managed the creation and growth of the broker program, acquiring over 7,000 independent agents contributing to 10% of all new customers

### / Visual Designer

September 2018 - April 2019, NY

- Managed our rebranding from Verifly to Thimble with Red Antler, developing a new website, emails, campaign assets, and support center
- Created a support center and educational emails, decreasing support tickets by 40% and delivering an NPS score of 82

## SUMMARY

Designer in a past life, product in the present life, musician when I find the time. 5+ years experience developing products for early stage startups.

## SKILLS

### Data + Analytics

Looker / Amplitude / Optimizely  
/ Google Analytics / Fullstory

### Product Management

Asana / Trello / Linear / Coda /  
Notion / G Suite

### Development + Design

Postman / Wordpress / HTML +  
CSS / Github / Figma / Sketch

### Research + Marketing

Iterable / Sendgrid / Typeform

## EDUCATION

### Bloomsburg University

2011 - 2015, PA