

Bruce Alderson

Technical Product Leader

Aligning product and engineering excellence with business outcomes · Platform scale · Pragmatic architecture

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SUMMARY

Product leader uniquely positioned at the intersection of technical architecture and business strategy.

Progressed from startup CTO to product leadership at Intuit Mailchimp, managing API infrastructure for a \$1B platform portfolio through \$12B acquisition. With 25+ years applying ML/AI to real-world problems, from early realtime systems (1998, k-NN algorithms) to modern classification services processing 100M+ datapoints weekly.

Seeking a role that blends product and technical leadership in high-growth companies building large scale products.

CORE COMPETENCIES

Platform strategy & architecture · ML/AI product development · Infrastructure modernization · DevEx & platform design · 0-1 product development · 1-100 scaling (enterprise) · M&A tech

NOTABLE ACHIEVEMENTS

Two successful exits: \$15M (LemonStand) and \$12B acquisition integration (Mailchimp/Intuit).

Startup to enterprise: Scaled platforms from 0 to 10K merchants and 10M to 100M API calls a day.

25+ years of ML/AI: Fraud detection, revenue attribution, personalization engines, industrial control.

EXPERIENCE

Northbeam

2025-2026

Principal Product Manager

2025-2026

- Led product strategy for Northbeam's Multi-Touch Attribution (MTA) platform, shipping a full UI redesign that shipped over 100 customer-driven improvements across dozens of releases, driving to 100% adoption and positive feedback.
- Managed infrastructure product roadmap across SSO, onboarding, and observability, enabling enterprise-grade identity federation for all customers and reducing time-to-value for new accounts.
- Drove platform reliability and operational visibility initiatives, including system health monitoring and analytics instrumentation.

Intuit Mailchimp

2022-2025

Staff Product Manager

2023-2025

- Led product strategy for a B2C platform portfolio generating \$1B in annual revenue, managing product roadmaps and priorities for a cross-functional team of 25 (22 engineers, 1 PM, 2 designers), with teams maintaining 99.9% uptime SLA and improving customer retention from 73% to 80%. Responsible for stakeholder management across director/VP levels in design, product, and engineering.
- Launched ML-powered revenue attribution service processing 100M+ API events weekly, enabling customers across a platform with ~\$800M ARR to track store sales and optimize marketing spend ROI, resulting in 15% increase in enterprise plan upgrades.
- Managed roadmaps and priorities for API platform modernization reducing p95 latency from 1200ms to < 500ms across 265 endpoints, achieving 99.9% to 99.99% uptime through improved caching, connection pooling, and circuit breaker patterns, reducing infrastructure costs by 35%.
- Designed event-driven data pipeline increasing ecommerce coverage from 45% to 95% of customers, supporting 7 new integration patterns (webhooks, batch, streaming) and enabling real-time inventory sync for 10M+ products daily.

Senior Product Manager

2022-2023

- Led product discovery and roadmaps for public API platform teams through \$12B Intuit acquisition, managing GCP-AWS migration of 265 APIs serving 100M+ daily requests within 2-year deadline and \$5M budget, with zero downtime during transition.
- Directed a special growth team, improving the first-use experiences based on measures and VOC to achieve a quarterly 6% increase in onboarding success (from 8% to 14%) by reducing complexity, with an additional 14% growth the following year.
- Developed a product to classify public endpoint abuse and TOS violations, and features to reduce spurious and suspicious calls by 75% and improving performance for paid and trial customers by 60%.
- Modernized an email-only solution to include SMS based marketing tools, supporting expansion into a \$13B global market, and oversaw a project to improve operational excellence, exceeding the target of 500ms median call duration.

Mailchimp (The Rocket Science Group)

2019-2022

Senior Product Manager

2021-2022

- Built and scaled an API platform from 10M to 100M daily requests, leading team of 20 (17 engineers, 1 PM, 2 designers) to support 60 strategic partners (Shopify, WooCommerce, Salesforce) and 300+ ISVs, driving \$900M in platform-attributed revenue.
- Modernized legacy monolithic API to microservices architecture (Node.js to Go), implementing distributed tracing and real-time analytics; improved paid conversion from 58% to 80% over the year, and reduced infrastructure costs by 60%.
- Launched two new product lines: ecommerce analytics platform (0-1 in 18 months, 10K merchants) and payments infrastructure (6 months to MVP, processing \$50M monthly).
- Promoted from Engineering Manager to Senior Product Manager to lead product discovery for a new Payments product family, leveraging ecommerce expertise from LemonStand acquisition; defined strategy for \$200M revenue opportunity and achieved alpha status before acquisition.

Senior Engineering Manager

2019-2021

- Led engineering for Mailchimp + Commerce initiative reporting to VP Product, scaling team from 5 to 75 engineers (15 direct reports including managers and tech leads) while shipping bi-weekly releases.
- Drove post-acquisition integration of LemonStand platform, architecting data migration for 10K merchants and \$2B GMV, implementing phased sunset strategy completed on schedule.
- Established engineering culture combining startup agility with enterprise reliability: implemented SRE practices, reduced incident response time by 70% and improved deployment frequency from monthly to daily.
- Identified product opportunity in payments space through customer interviews and data analysis, presenting business case to leadership; transitioned to PM role to execute vision.

LemonStand eCommerce

Chief Technology Officer

- As technical co-founder/CTO, architected multi-tenant SaaS platform processing \$2B in GMV, reduced AWS costs by 90% through database optimization and caching strategies, and led technical due diligence for successful \$15+M acquisition.
- Scaled platform from 100 to 10K merchants by building enterprise features (multi-store, custom checkout, inventory sync), implementing ML-based fraud detection reducing chargebacks by 40%, and achieving 99.9% uptime during Black Friday peaks (10x traffic).

2014–2019

2014–2019

Discovery Software

Architect and CTO

- Chief developer and co-architect of web, mobile, and desktop software for educators and school administrators: system and UI design, implementation, project management, and review.
- Ran software development and IT (systems, strategy, and budgets); senior consultant and technical lead for partner companies, technical and management trainer, and SR&ED technical consultant.

2004–2014

2004–2014

EARLIER EXPERIENCE

Chief Technology Officer, Napkinware Design Services Ltd.

Consultant, Napkinware Design Services Ltd.

Senior Architect, Triant Technologies

2009–2014

1996–2009

1996–2004

TECHNICAL SKILLS

Languages: JavaScript/TypeScript, Python, Go, Java, C/C++

Cloud & infrastructure: AWS (15+ years), GCP (5+ years), Kubernetes, Terraform

API & architecture: REST, GraphQL, gRPC, event-driven systems, microservices

Data & ML: Real-time processing, ETL pipelines, data classification, TensorFlow

AI & automation: Rapid prototyping, usage forecasting, model fine-tuning, evaluation rubrics

EDUCATION

Undergraduate, Computer Information Systems, University College of the Fraser Valley