

Michael W. Mizener

Dover, NH • Greater Boston Area • 603-969-4435 • MichaelWMizener@gmail.com •
linkedin.com/in/michaelwmizener • michaelmizener.com

PROFESSIONAL SUMMARY

Product Leader with 10+ years delivering mobile, web, and SaaS platforms at scale. Applies AI-assisted workflows and analytics to accelerate product decisions and drive measurable outcomes. Proven track record leading cross-functional global teams, expanding into international markets, and translating customer insights into business impact.

SKILLS

Product Management: Product Discovery, User Research, Usability Testing, Jobs-to-Be-Done, Product Design, Competitive Analysis, Release Planning, Customer Segmentation, NPS, DAU/MAU

Product Leadership: Product Strategy, Stakeholder Alignment, Go-to-Market Strategy, Executive Roadmap Presentations, OKR Definition & Tracking, Product Growth, Roadmap Ownership, Prioritization Frameworks, Cross-Functional Team Leadership, Agile, SAFe, Scrum, Kanban

Analytics & Data: SQL, Power BI, Tableau, Amazon QuickSight, Google Analytics 4, Fullstory, Data Privacy & Ethics, A/B Testing, Experimentation

Technical: System Architecture & Design, Claude Code, GitHub, VSCode, Figma, Miro, Lucid, Lovable, Microsoft Teams, AWS, Google Cloud

PROFESSIONAL EXPERIENCE

Product Manager, Digital | Planet Fitness

Hampton, NH | 05/2023 – 04/2025

- Led multiple cross-functional teams to deliver digital mobile app and web experiences to 21.5 million members across 7 countries, including a GDPR-compliant localized launch in Spain supporting EU expansion
- Delivered a completely redesigned prospect website, leveraging A/B testing to validate design decisions on layout, styles, and CTAs, resulting in a 7% increase in conversions
- Built a new membership rate tool for all 2,700+ clubs, enabling employees to use tablets instead of printouts to share membership offers, saving over \$120,000 annually in printing costs
- Reduced online membership cancellation rate by 5% by building new save tactics into a redesigned member portal
- Selected and integrated a new global translation platform, reducing engineering localization costs by 75%
- Evaluated, pilot-tested, and launched payment platforms across international markets, reducing franchisee transaction costs by 20% and improving checkout conversion for international members by 15%
- Partnered with executives to define a firm-wide analytics and data strategy, translating business needs into technical roadmaps and identifying new growth opportunities

Product Manager | Workgrid Software

Dover, NH | 03/2019 – 04/2023

- Directed 20+ engineers globally across US, Europe, and Asia to deliver a cross-channel employee experience platform (web, mobile, desktop, Microsoft Teams, AI chatbot)
- Enabled Workgrid's expansion into enterprise markets by establishing the company's first SOC 2 certification, Multi-Region Disaster Recovery procedures, and 99.9% uptime SLA, meeting the compliance, reliability, and availability standards required by Fortune 500 customers
- Increased DAU by 200% and MAU by 150% year-over-year, exceeding KPIs
- Reduced cloud infrastructure costs by \$25,000 monthly by optimizing AWS Serverless architecture and negotiating vendor discounts with Amazon Cloud Computing Services partners
- Unlocked new partner market revenue by leading a Headless architecture strategy, enabling product services to be embedded in any third-party user interface

Product Owner, IT Service Management | Liberty Mutual Insurance

Portsmouth, NH | 09/2016 – 03/2019

- Improved ITSM time-on-task efficiency by 45% by delivering new apps with enhanced user interfaces and search capabilities across incident, change, and problem management
- Built and launched an employee incident ticket app enabling employees to create tickets in under 30 seconds, saving 20 minutes per issue, reducing Help Desk hold times by 35%, and saving the company \$75 per incident (\$500,000+ annually)
- Created product content including release notes, tutorials, and demo videos to drive app adoption, achieving a 45% DAU/MAU stickiness ratio
- Drove NPS from -40 to +80 by redesigning core ITSM products, recovering from multiple years of negative user sentiment

Senior Business Systems Analyst, IT Services | Liberty Mutual Insurance

Portsmouth, NH | 06/2012 – 09/2016

- Defined and led the product strategy for ITSM automation and orchestration, delivering a 40% reduction in IT costs
- Pioneered the firm's first Robotic Process Automation (RPA) initiative, defining the vision, building the team from the ground up, and delivering a 50% reduction in reporting cycle time

EDUCATION

Southern New Hampshire University

Manchester, NH | 2012 – 2016

Master of Business Administration, Project Management

University of New Hampshire

Durham, NH | 2002 – 2006

Bachelor of Arts, Political Science

Minor, Business Administration