

Steve Meyer

Product Leader with Deep Technical Background and Hands-On AI Experience

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Summary

I'm a product leader who actually builds things. Eight years in product management and 20 years of engineering experience. At Cro Metrics I built Iris from zero into a SaaS platform with 300+ clients, then built an AI agent and an ML prioritization engine on top of it. I use AI to accelerate everything I do and my growth background biases me to always tie work back to measurable outcomes.

Career Experience

Director of Product | Cro Metrics | Jan 2024 – May 2026

- Lead product strategy and execution across Cro Metrics' portfolio of SaaS, AI, and internal products, including Iris.
- Built and scaled Iris into a monetized SaaS platform used by 300+ clients, generating \$2M+ in revenue.
- Architected Ask Iris, a conversational AI agent with 17 purpose-built tools that automates spec generation, analysis, ideation, and insight retrieval across 12,000+ experiments.
- Launched ImpactLens, an AI-powered recommendation engine built on Vertex AI that increased average client impact by 103%.
- Ship working prototypes using Claude Code to explore proof-of-concepts, validate solutions, and accelerate product roadmap.
- Shaped and executed the AI product roadmap, leading formal vendor evaluations across vector database, LLM observability, and model platform to drive build-vs-buy decisions.
- Led discovery, stakeholder interviews, and PRD development for a custom enterprise implementation initiated by Apple.
- Defined success metrics across adoption, workflow efficiency, and business outcomes to guide roadmap decisions.

Director of Growth Strategy & Product Management | Cro Metrics | Jun 2021 – Jan 2024

- Led end-to-end experimentation programs for clients including Zillow, Atlassian, Calendly, Ring, and Bombas, delivering over \$100M in measurable incremental impact across acquisition, activation, conversion, and retention.
- Conceived and launched Iris, the company's experimentation platform, after identifying the gap between existing tools and the operational workflow demands of high-velocity experimentation programs.

Senior Growth Product Manager | Cro Metrics | Sep 2017 – Jun 2021

- Led experimentation and optimization programs for enterprise SaaS and eCommerce clients, building roadmaps tied to revenue, conversion, and customer experience outcomes.

Software Engineering Manager | Mower | Sep 2010 – Dec 2017

- Managed a 6-person development team and led technical discovery and delivery for agency clients.
- Launched a conversion rate optimization service line that became a core agency offering.

Education

University of Cincinnati — BS, Information Engineering | 2002

Computer Science adjacent - software development, database, networking, security

Areas of Expertise

Product Management: 0-to-1, Full Product Lifecycle Management, Roadmap Prioritization, Cross-Functional Delivery, Stakeholder Alignment, User Research, PRDs, Success Metrics, Adoption Measurement, Change Management, Backlog Management, Sprint Planning

AI & Automation: AI Product Strategy, Conversational AI, Agentic Workflows, LLM Integration, Prompt Design, RAG, Vector Search, Predictive Modeling, Recommendation Systems, Evaluation, Human-in-the-Loop Design, Vendor Evaluation

Engineering & Data: Web Development, API Design, System Architecture, SQL, Data Modeling, Workflow Design, Third-Party Integrations, Analytics Instrumentation, Experimentation Frameworks, A/B Testing

Tools & Platforms: Claude Code, Cursor, Codex, MCP Servers, n8n, Zapier, Retool, LangSmith, Qdrant, Vertex AI, Optimizely, Jira, HubSpot