

Steve Meyer

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Summary

Product leader with 8+ years in product management and a 20-year technical foundation, turning product, AI, and experimentation into measurable growth for enterprise teams. I build the tools, not just use them — from experimentation platforms to AI agents to predictive engines. Deep expertise across the full experimentation lifecycle, with hands-on experience in agent architecture, prompt engineering, and AI-assisted development. Builder-operator who ships production AI systems, not prototypes.

Key Product Wins

- Built Iris from a concept into a monetized SaaS platform used by 300+ clients to manage 12,000+ experiments, generating \$2M+ in revenue and saving an estimated 30,000+ hours through automation.
- Launched ImpactLens, a predictive engine built on Vertex AI AutoML that uses historical experiment data to forecast which tests will drive the highest impact — increasing average client outcomes by 103%.
- Designed and shipped Ask Iris, an agentic AI assistant with 17 purpose-built tools that writes experiment specs, analyzes results, generates and prioritizes test ideas, and surfaces insights across 12,000+ experiments — standardizing and improving high-effort workflows.

Experience

Director of Product | Cro Metrics | Jan 2024 – Present

Lead product strategy and execution across a multi-product portfolio of internal and client-facing applications, including Iris, the company's core experimentation platform. Lead a 3-person product engineering team and collaborate across design, management, client services, engineering/QA, and marketing/sales.

- Own the full product lifecycle across client-facing SaaS, engineering and QA automation tools, and agency management systems — setting strategy, prioritizing competing

needs, and right-sizing scope for a lean team.

- Drove the product vision and roadmap for Iris's AI capabilities, making deliberate 0-to-1 bets on ImpactLens and Ask Iris while balancing incremental improvements to the core platform.
- Designed Ask Iris's agent architecture end-to-end: defined 17 tool schemas with access controls, built multi-step workflows for spec writing and closeout analysis, wrote the production prompt system managed through LangSmith, and implemented vector search via Qdrant with metadata filtering for cross-program knowledge retrieval.
- Established the monetization model that transformed Iris from an internal tool into a revenue-generating SaaS product, leading cross-functional partnerships across engineering, operations, client strategy, and sales to drive full adoption across all CRO clients.
- Defined success metrics and built measurement frameworks across the product portfolio, using adoption data, client impact, and operational efficiency to communicate tradeoffs and roadmap priorities to the senior leadership team.
- Meet regularly with clients and prospects to uncover pain points, validate market needs, and translate insights into product strategy, roadmap priorities, and differentiated positioning.
- Led product discovery and PRD development for a custom version of Iris after Apple engaged Cro Metrics to build a tailored implementation of the platform — owning stakeholder interviews, validation, and leadership alignment.

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

Owned growth strategy and program execution for enterprise B2B and B2C clients, delivering over \$100 million in measurable incremental client impact.

- Led end-to-end experimentation programs for enterprise clients including Zillow, Atlassian, Calendly, Ring (Amazon), Pantheon, and Bombas — owning ideation, prioritization, execution, and analysis aligned to client business KPIs.
- Conceived and designed Iris as an experimentation program management platform, identifying the gap between existing tools and the operational reality of agency-led experimentation at scale. Took it from initial concept (0-to-1) to production application.
- Built deep expertise across the full experimentation lifecycle — ideation, prioritization, specification, build/QA, analysis, and knowledge management — which directly informed

the product architecture of Iris and its AI capabilities.

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

- Account lead for conversion rate optimization programs across enterprise SaaS and eCommerce clients, driving experimentation strategies that increased revenue and unlocked customer insights.
- Led known-user personalization programs that tailored web experiences based on authentication state, user segments, and behavioral data — driving measurable lifts in conversions and upgrades.
- Developed deep expertise in A/B testing frameworks, behavioral analytics, and funnel optimization across high-traffic web experiences.

Digital Development Supervisor | Mower | Sep 2010 – Dec 2017

- Managed a team of 6 developers, leading technical architecture and full-stack website development for agency clients.
- Product managed an internal project management application, driving requirements, roadmap, and delivery.
- Conceptualized and launched a new Conversion Rate Optimization service line, growing it into an agency offering — the foundation for the career pivot into growth strategy and product management.

Education

University of Cincinnati — BS, Information Engineering | 2002

Skills

Product Management: Strategy & Roadmap, Prioritization & Validation, Success Metrics & KPIs, Cross-Functional Leadership, Stakeholder Communication, Change Management

AI & Data: Agent Architecture & Tool Design, Prompt Engineering (LangSmith), Predictive Modeling (Vertex AI AutoML), Vector Search (Qdrant), LLM Integration, A/B Testing & Experimentation, Behavioral Analytics, SQL

Technical: AI-Assisted Development (Claude Code, Cursor), Full-Stack Web Development, System Architecture, API Design, Next.js, TypeScript

Domain: B2B SaaS, Enterprise Clients, Experimentation Platforms, CRO & Growth, UX & Design, eCommerce