

Steve Meyer

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SUMMARY

Product leader with 8+ years in product management and growth, backed by a 20-year technical foundation in software development. Built and scaled B2B SaaS, AI-powered tools, and experimentation programs that improved customer outcomes, operational efficiency, and revenue. Strong at turning ambiguity into shipped products, aligning cross-functional teams, and using data to guide roadmap and prioritization.

EXPERIENCE

Cro Metrics | Director of Product | Jan 2024 – Present

Lead product strategy and execution across Cro Metrics' product portfolio, including Iris, the company's experimentation platform and AI capabilities. Partner across leadership, engineering, operations, client services, and sales to prioritize, ship, and measure product investments.

- Built and scaled Iris into a monetized SaaS platform used by 300+ clients to manage 12,000+ experiments, generating \$2M+ in revenue.
- Launched ImpactLens, a predictive prioritization engine that increased average client impact by 103%, and designed the measurement approach to validate results over time.
- Architected Ask Iris, an AI agent that supports experimentation workflows including spec writing, analysis, ideation, and insight retrieval across a large proprietary dataset.
- Defined success metrics across adoption, client outcomes, workflow efficiency, and retention to guide prioritization and communicate tradeoffs to senior leadership.
- Led discovery, stakeholder interviews, and PRD development for a custom enterprise implementation initiated by Apple, aligning stakeholders across teams and translating requirements into a feasible scope.

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

Led experimentation strategy and program execution for enterprise clients, owning prioritization, execution, and impact measurement tied to business goals. Delivered over \$100M in measurable incremental client impact.

- Led end-to-end experimentation programs for clients including Zillow, Atlassian, Calendly, Ring, and Bombas.
- Conceived, prototyped, then brought to market Iris after identifying the gap between existing tools and the operational needs of agency-led experimentation at scale.

- Used experimentation, behavioral analysis, and operational insight to uncover product and growth opportunities across acquisition, conversion, activation, and retention.

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

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

- Led experimentation and personalization programs across marketing and product experiences, improving conversion, upgrades, and customer experience outcomes.
- Designed a known-user personalization strategy for a SaaS pricing page that increased subscriptions 10% and upgrade funnel entries 19%.
- Shipped a simple navigation experiment for a major DTC eCommerce brand that increased login clicks 36% and drove an estimated 81K incremental annual orders.

Mower | Digital Development Supervisor | Sep 2010 – Dec 2017

Managed a team of developers and led technical delivery for agency clients while also owning internal product and process improvements.

- Led full-stack website development and technical architecture for client engagements.
- Launched a CRO service line that became a core agency offering and helped shape the move into growth strategy and product leadership.

EDUCATION

University of Cincinnati — BS, Information Engineering | 2002

SKILLS

Product: Product Strategy, Roadmap Strategy, Prioritization, Success Metrics, Cross-Functional Leadership, Stakeholder Alignment, Discovery

Experimentation & Analytics: A/B Testing, Experiment Design, Personalization, Statistical Analysis, Behavioral Analytics, Funnel Optimization, SQL

AI & Data: Predictive Modeling, Agentic Workflows, Prompt Design, LLM Integration, RAG

Technical: System Architecture, API Design, Full-Stack Web Development, AI-Assisted Development (Claude, Cursor, Codex)

Domain: B2B SaaS, Enterprise Software, eCommerce, CRO, Growth