

# TOM PATTON

## SENIOR PRODUCT MANAGER

### CONTACT

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### EDUCATION

#### PRODUCT STRATEGY

Maven  
Nov 2022

#### STARTUP SCHOOL

Y-Combinator  
Jan 2021 - Mar 2021

#### FULL STACK DEVELOPMENT

Le Wagon  
Jun 2018 - Aug 2018

#### INTERNATIONAL BUSINESS

University of Oregon  
Sept 2010 - Jun 2014

### SKILLS

#### PRODUCT

- MixPanel, Metabase
- Notion, Miro
- Jira, GitHub
- ChatGPT

#### TECHNICAL

- Ruby on Rails
- React
- Ruby, Javascript, HTML, CSS,
- Webflow, Airtable, Zapier
- Cursor

#### DESIGN

- Figma
- PhotoShop, Illustrator
- Procreate

### EXPERIENCE

#### SENIOR PRODUCT MANAGER & HEAD OF CX

FantasyPros | June 2022 - Present | 2 years 8 months

- Promoted twice in three years.
- Led research, purchase, and implementation of product analytics tool (MixPanel).
- Optimized funnel to increase sign ups on core products by an average of 2300%.
- Successfully brought Artificial Intelligence product (Coach AI) from 0-1.
- Re-designed navigation and increased sign ups by 20% while engagement.
- Evangelized accessibility, embedding inclusive design into product development.

#### CO-FOUNDER & CHIEF PRODUCT OFFICER

Topkey (YC 21) | Sep 2020 - Nov 2021 | 1 year 10 months

- Built and launched an MVP marketplace, onboarding suppliers and homeowners.
- Secured YC acceptance and raised a seed round.
- Established KPIs to drive data-informed product decisions.
- Led a strategic pivot to a FinTech solution with a larger TAM.

#### PRODUCT ENGINEER

Airbnb | Oct 2018 - Sep 2020 | 2 years

- Wrote, shipped, and monitored code using test driven development, continuous integration, and engineering best practices.
- Developed roadmap for "Hotels on Airbnb" with HotelTonight CTO.
- Developed product roadmap and implemented full-stack application Airbnb Hotel on-boarding in Ruby and React.

#### REGIONAL MANAGER | ACCOUNT & BUSINESS DEVELOPMENT MANAGER

HotelTonight (Acquired by Airbnb) | May 2015 - Jul 2018 : 3 years 6 months

- Promoted five times in three years.
- Founding member of NYC branch; hired 20-person office with 4 direct reports.
- Created a partner feature boosting revenue by 20% for 300+ partners.
- Built MVPs for reporting and inventory tracking, increasing hotel production by 10% and scaling to 100+ account managers via Tableau.
- Optimized hotel listing algorithm with CTO/CFO, increasing conversion by 15%.
- Grew regional team to top 10% company-wide.
- Forecasted KPIs with 96% accuracy for revenue, take rate, and conversion.

#### PRODUCT AND SOCIAL MARKETING

Google | June 2014 - May 2015 : 1 year

- Designed video and graphic content for Google Glass social media.
- Managed Google Glass brand voice (posts and responses) on social media.