MARTIN EDRAN

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PRODUCT | DIGITAL, GROWTH & SOFTWARE DEVELOPMENT | STRATEGY

PROFESSIONAL SUMMARY

Senior Product Manager with 10+ years of experience owning high-traffic marketplace, eCommerce, and booking platforms across web and native mobile. Proven track record driving conversion and revenue growth at scale ($500M+ GMV), launching 0→1 mobile products, and optimizing high-intent purchase journeys. Experienced leading cross-functional execution across Engineering, Design, and Operations in regulated and multi-stakeholder environments.

SKILLS

Core PM: Product Development & Launch, Strategic Roadmap Planning, Cross-Functional Leadership, Go-To-Market Strategy, Data Driven Decision Making, User Acquisition & Retention, Process Optimization, Agile & Scrum Methodologies, Design Thinking

Technologies:
- **AB Testing** - Optimizely, Monetate
- **Data Analytics** - SQL Server, Tableau, HEAP Analytics, Teradata, PowerBI
- **Product Management** - JIRA/Confluence, ZenDesk, AzureDevOps, Figma, Miro, Monday, Asana
- **Visualization & Reporting** - Excel, DB Visualizer, AtScale Semantic Layer

CAREER EXPERIENCE

Senior Product Manager (Contract)
Wynn Resorts via FusionHCR | Jan 2026 - Mar 2026

- Led Q2 roadmap definition and prioritization for Wynn's Experience Booking Engine, aligning Engineering, Design, and business stakeholders across Food & Beverage, Entertainment, and Nightlife verticals.
- Operationalized foundational booking components to improve platform consistency and brand alignment across guest touchpoints.
- Established hypothesis-driven planning and prioritization framework to improve roadmap clarity and cross-functional alignment.

Product Manager | Senior Product Manager
Curaleaf | Jun 2023 - Jan 2026

- Owned national eCommerce and native mobile platforms (Web, iOS, Android), supporting $500M+ in annual digital sales and driving 10% YoY conversion growth across digital channels.
- Led 0→1 development and launch of native Android app, increasing mobile footprint and driving 35% growth in app downloads.
- Directed full redesign of native iOS app, improving App Store rating from 2.7 (129 reviews) to 4.8 (5,000+ reviews) through UX, performance, and trust improvements.
- Launched high-impact growth features (e.g., Special Deals Tray), increasing conversion by 8% and revenue per session by 10.5%.
- Built and implemented structured product intake and prioritization framework, increasing engineering velocity by 150% and materially reducing time-to-market.
- Launched Outlet / Shop-in-Shop omnichannel experience, improving sell-through by ~12% and reducing aged inventory by ~16% across participating markets.
- Delivered omnichannel enhancements that increased nationwide delivery orders by 6%, improving operational alignment between digital and retail.
- Led cross-functional collaboration with design, engineering, and retail operations teams to enhance user experience and achieve business goals.

Product Manager
HotelEngine Inc. | Mar 2023 - Jun 2023

- Delivered $1M+ incremental revenue and 2,000+ customer conversions by prioritizing and launching high-impact features.
- Led a cross-functional team of 7 engineers and 1 designer to achieve mobile and web feature parity, stabilizing the platform and improving user retention.
- Conducted competitive analysis and market research to align features with customer needs, enhancing usability and satisfaction.

Associate, Product Manager
Slickdeals LLC. | Apr 2021 - Mar 2023

- Launched a 0→1 B2C Loyalty product, scaling from 0 to 500K users (270K MAUs) and generating $1.2M in incremental revenue in year one.
- Drove engagement and conversion improvements through targeted loyalty acquisition and retention features, increasing engagement by 30%, conversions by 20%, and acquiring 200K+ new loyalty users.
- Increased Loyalty user lifetime value from $15 to $27 through experimentation, incentive optimization, and behavioral loop design.

- Designed and executed structured A/B testing programs, acquiring ~2,000 new users per test and generating $21K incremental revenue per experiment.
- Owned end-to-end development of Extension Coupon Auto-Apply product, leading a team of 4 engineers and achieving 100% OKR attainment for two consecutive years.
- Partnered closely with BI to define and track acquisition, retention, and LTV metrics, ensuring roadmap decisions were data-driven.

Product Manager   Cognizant-Softvision at Slickdeals LLC. | Jan 2020 - Apr 2021
- Accelerated MVP launch of a loyalty product by two quarters through effective prioritization, stakeholder alignment, and agile project management.
- Developed and maintained OKRs, roadmaps, and sprint plans to ensure timely delivery of product features and updates.
- Conducted comprehensive end-to-end testing, including backend database validation and user acceptance testing (UAT), to ensure high-quality releases.
- Recognized for high-impact contributions, leading to a full-time offer from Slickdeals LLC to transition from Cognizant-Softvision.

EARLY CAREER EXPERIENCE (ANALYST ROLES)

Business Analyst | Sr. Business Analyst   Epsilon-Conversant | Nov 2017 - Jan 2020
- Established a new Business Analyst team, mentoring 4 interns to permanent hires while improving team efficiency and delivery timelines.
- Conducted deep-dive analysis to identify high-impact areas for product enhancements, resulting in innovative solutions that met business goals.
- Acted as a liaison between business and technical teams, translating requirements into actionable development plans to drive project success.

Data Analyst | Business Analyst   Rise Interactive | Sep 2015 - Nov 2017
- Led discovery and integration of new data sources for a SaaS digital marketing product, improving reporting accuracy.
- Gathered business requirements and translated them into user stories in JIRA, enhancing product feature development.
- Created key performance indicators (KPIs) to assess product success and drive data-driven decision-making.

Financial Systems Analyst   Groupon Inc. | Sep 2014 - Aug 2015
- Provided global technical support for ERP systems, ensuring seamless operations across multiple subsidiaries.
- Developed SQL queries for month-end financial reporting, improving accuracy and efficiency for U.S. accounting teams.
- Collaborated with engineering teams to develop strategic reporting solutions, enhancing financial data integrity.

Data Quality Analyst   MAX Systems. | Mar 2011 - Sep 2014
- Analyzed import and export data issues and worked with clients to communicate data quality and recommended data solutions
- Proactively recommended solutions to existing problems and suggested ways to continuously improve our data workflow in terms of reliability and performance
- Monitored data integrity by performing quality assurance checks on client and partner data
- Ran SQL export reports for data issues regarding given customers/clients

EDUCATION

Bachelors of Science, Accounting & Finance
DePaul University - Chicago, IL