



DEVIN SERAGO, PMP

PRODUCT MANAGER

ABOUT ME

With twelve years of diverse experience as a dynamic business operator and a product manager, I pride myself on being an extremely quick learner. My journey includes leading cross-functional teams in startups I co-founded, where I swiftly adapted to various tools, coding languages, and processes to launch and manage multiple products. My expertise extends from market analysis and customer discovery to optimizing product performance. I excel in rapidly understanding and integrating new technologies, collaborating effectively with engineers to tackle technical challenges, and delivering innovative solutions that align with business goals. I am driven by a passion for transforming ideas into tangible results for both companies and their customers.

WORK EXPERIENCE

Hava Health, Inc. | Biotechnology | Product Manager

July 2018 - Present

- Led a cross-functional engineering team in creating a fully operational and thoroughly documented product through coordinated efforts across firmware, hardware, and app software.
- Played a pivotal role in ensuring the product's full compliance with industry standards by effectively integrating regulatory requirements into the design process.
- Demonstrated a strong command of regulatory dialogue and compliance strategies in Pre-IND meetings with the FDA.
- Successfully managed all facets of a phase one NIDA grant, overseeing project execution, funding allocation, and compliance with grant requirements.

Cuts, Inc. | B2B SaaS | Product Manager

May 2023 - Nov 2023

- Conducted over 300 interviews with customers to inform and refine product requirements, resulting in a solution that aligned with both user needs and market demand.
- Successfully managed a global team of engineers and in-house designers to launch an iOS and web application that met all required milestones ahead of schedule.
- Developed critical technical and user experience requirements that prioritized both function and user satisfaction.
- Helped design and implemented a robust and scalable technology stack that supported the application's requirements.

Paprr, Inc. | B2B SaaS | Product Manager

Sep 2016 - Jun 2018

- Successfully led the development and beta testing of an integrated hardware-software solution, collaborating with a cross-functional team for optimal results.
- Acquired significant investment emphasizing sustainability initiatives.
- Acquired a diverse customer base through strategic, founder-led sales efforts.

Thrill Group | Consumer | Product Manager

Nov 2012 - Jul 2016

- Built fully functional android and iOS applications with cross-functional engineering team.
- Grew the user base to over 100k through product iterations, unique marketing strategies, and funnel optimization.
- Acquired by Shaadi.com.

CONTACT

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ACCOMPLISHMENTS AND EDUCATION

- Bachelor of Business Administration with an Concentration in Accounting | Monmouth University
- Successfully led six different products from zero to one in multiple industries
- Instrumental in securing over \$2 million in funding.
- Managed a user base exceeding 8 million users across multiple platforms.
- Scaled mobile applications to over 100,000 users validating product-market fit
- Self-taught in Quality Assurance, developing a strong expertise in product testing.
- Developed key marketing strategies to fit product functionality

SKILLS

Product Management	Product Strategy
Entrepreneurship	Cross-Functional Leadership
Analytics Analysis	REST APIs
SQL	Competitive Analysis
Agile Methodologies	SDLC
Creative Thinking	Customer Research
JIRA	Mobile Applications
Web Technologies	Roadmap Development