

DEVIN SERAGO, PMP

PRODUCT MANAGER

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
Product Ownership	Product Marketing
Product Demos	Project Management
SaaS	Business Development
Financial Modeling	MS Office

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.

Papr, 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.

*References Available Upon Request