Caleb Serrano

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My Key Qualifications

- **11 years in product management** across B2B SaaS and supply chain platforms, one unbroken run from Descartes in 2015 to Blue Yonder today.
- Owns a core **inventory visibility platform** serving enterprise retail and manufacturing customers at Blue Yonder, with accountability for roadmap, adoption, and commercial outcomes.
- Launched a cross-system inventory exception workspace, growing adoption **from 46 to 71 enterprise accounts in 12 months** while coordinating delivery across 3 engineering teams.
- Defined inventory event **APIs and webhook capabilities** with engineering and architecture, cutting new-customer integration time from 10 weeks to 7.
- Built KPI reporting on feature utilization, time to value, and churn risk using **SQL and Tableau**, flagging 18 at-risk enterprise accounts for customer success.
- Introduced a **RICE-based portfolio review** process that cut unplanned roadmap swaps from 9 to 3 per half through standardized business cases and executive tradeoff reviews.
- Mentors product managers on discovery, metric definition, and stakeholder communication, and supported **$1.9M in influenced ARR** on premium alerting capabilities.

Experience

Senior Product Manager — **Blue Yonder**, supply chain planning and fulfillment software for enterprise retailers and manufacturers

Mar 2022 – Present · 4 yrs 8 mos

- Launched a cross-system inventory exception management workspace for enterprise planners, expanding adoption from 46 to 71 customer accounts in 12 months through customer discovery interviews and coordinated delivery across 3 engineering teams.
- Partnered with engineering and architecture on API definitions and release sequencing for a new set of inventory event APIs and webhook capabilities, cutting average new-customer integration time from 10 weeks to 7 weeks.
- Built KPI reporting for feature utilization, time to value, and churn risk by combining product instrumentation, SQL analysis, and Tableau dashboards with customer success inputs, surfacing 18 at-risk enterprise accounts for targeted CS plans in the first quarter.
- Introduced a RICE-based portfolio review process across the product group, standardizing business cases and executive tradeoff reviews and reducing unplanned roadmap swaps from 9 per half to 3.
- Led commercial packaging inputs for premium exception-alerting capabilities with sales, finance, and customer success, supporting $1.9M in influenced ARR within the first 2 renewal cycles.
- Mentored product managers on discovery plans, metric definition, and stakeholder communication across distributed teams, owning roadmap, adoption, and commercial outcomes for a core inventory visibility platform serving enterprise retail and manufacturing customers.

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Product Manager — **project44**, supply chain visibility SaaS for transportation and logistics

Jan 2018 – Feb 2022 · 4 yrs 1 mo

- Released a configurable exception alerting workflow for enterprise shippers, increasing weekly active users by 22% through customer discovery, alert rule definition, and alignment across product, engineering, and customer success.
- Defined a shipment milestone events API for customer system integrations, writing API requirements, event definitions, and partner-facing documentation with engineering, which enabled 11 enterprise customer integrations in the first year.
- Built a self-serve dashboard for visibility latency and event coverage using SQL and Tableau, reducing monthly support escalations tied to missing event data from 37 to 24.

Associate Product Manager — **Descartes Systems Group**, logistics and supply chain software

Jun 2015 – Dec 2017 · 2 yrs 6 mos

- Standardized requirements and acceptance criteria for route exception workflow changes, cutting average QA rework cycles from 3.1 to 2.0 per release by creating reusable story templates and clarifying business rules with implementation and support teams.
- Consolidated customer enhancement requests into a scored backlog grouped by workflow theme, effort, and customer impact, shortening quarterly roadmap planning meetings by 6 hours for product leadership review.

Business Analyst — **Manhattan Associates**, supply chain and warehouse management software

Jan 2014 – May 2015 · 1 yr 4 mos

Mapped fulfillment exception workflows for a warehouse management update, documenting current-state and future-state process flows with implementation and product leads, and cut requirements clarification tickets during UAT from 28 to 17.

Education

- **Georgia State University** — Bachelor of Business Administration in Managerial Sciences · 2009 – 2013

Skills

- **Product Management:** Product Strategy, Product Discovery, RICE, API Product Management, Enterprise SaaS, Supply Chain Platforms
- **Analytics & Tools:** SQL, Tableau, Snowflake, Pendo, Jira, Confluence

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