

JORDAN FEIGE

Principal Product Manager | Integrations, B2B2C Platforms & Operational Systems

Sioux Falls, SD (Remote) | jordanfeige@gmail.com | jordanfeige.netlify.app | linkedin.com/in/jordan-feige

SUMMARY

Principal-level Product Manager with 10+ years of experience building and scaling platforms, marketplaces, data, and workflow products across B2B SaaS and PropTech environments. Known for joining early-stage companies, creating product operating systems from scratch, and leading complex 0 to 1 products that drive measurable revenue, adoption, and operational efficiency.

Combines strong technical fluency in APIs, integrations, analytics infrastructure, and AI-enabled product development with high-agency execution and cross-functional leadership.

EXPERIENCE

SECOND NATURE | Principal Product Manager

Aug 2023 – June 2026

- Promoted to Principal Product Manager within 7 months as the company's third product hire, helping establish the product organization, operating model, and delivery practices during a critical growth stage.
- Led development of a 0 to 1 mobile-first B2B2C platform deployed across 75,000+ single family and multifamily units, contributing more than \$10M in contracted ARR, translating operational complexity into scalable product workflows and system architecture.
- Directed a strategic AppFolio integration under a fixed seven-week enterprise deadline, coordinating data synchronization across four systems while leading product strategy, technical scoping, GTM execution, and launch readiness. Improved CSAT from 6 to 9 post-launch.
- Built the company's analytics and product intelligence foundation from scratch using Amplitude, Looker, and Chameleon, enabling KPI-driven roadmap prioritization, faster experimentation, and improved product visibility across teams.
- Using Claude and Vercel, I launched an internal production AI-powered data synthesizer that correlates behavioral, operational, and support signals across platforms to surface actionable product insights and accelerate decision-making.
- Led development of a configurable conditional logic infrastructure supporting multiple property types, operational rules, and jurisdictional requirements, improving adoption rates by 30% while reducing engineering overhead for future expansion.
- Identified a core infrastructure bottleneck in lease rendering and led migration from DOCX to PDF generation, reducing rendering failures to zero across the first 100 transactions while improving load times to under two seconds improving CSAT from a 6 to 9.

Stoa | Senior Product Manager

May 2022 – Apr 2023

- Built the construction-lending product end to end – enabling real-estate investors to access construction loans and request, track, and receive construction draws against renovation milestones, replacing a manual, spreadsheet-driven process.
- Designed the construction draw workflow across both the internal operations team and the investor-facing experience – streamlining draw requests, reviews, and disbursements to speed funding and cut processing errors.
- Migrated the entire company off Salesforce onto an internal operations platform I built with workflow automation, cutting OPEX ~30% and improving auditability across lending and renovation workflows.
- Partnered closely with operations, field teams, and leadership to translate ambiguous operational pain points into scalable product systems capable of supporting rapid marketplace growth.
- Led product for the Renovations and Internal Operations teams (two engineering pods), reducing average project cycle time from 120+ days to under 45 by centralizing scope-of-work, inspections, deal management, and loan-draw processes.

VERO Leasing | Product Lead

May 2021 – May 2022

- Served as the sole Product Manager supporting a 12-person engineering organization, leading product strategy and execution across the company's core leasing and applicant workflow platform.
- Led development and GTM of identity, employment, and payroll verification capabilities that reduced fraudulent applications, improved applicant quality, and accelerated time from lead to lease approval.
- Redesigned the application and screening experience using funnel analytics and behavioral data, enabling 85% of applicants to complete the process in under five minutes within a single session.
- Founded and led the company's first Customer Advisory Board, creating a structured customer discovery program that improved roadmap prioritization and strengthened feedback loops with key enterprise accounts.

SmartRent | Product Manager

Jun 2018 – May 2021

- Joined SmartRent as the company's second Product Manager during Series A growth, helping scale the platform from startup phase to more than 150,000 property managers across multifamily and single-family housing.
- Led the end-to-end development and launch of SmartRent's self-guided touring platform, launching from 0 to 1 and scaling to 300,000+ completed tours in under seven months.
- Led more than 10 strategic CRM and property management system integrations, including Yardi, RealPage, Entrata, ResMan, Funnel, and Knock, helping establish SmartRent as an integration-first platform within the PropTech ecosystem.
- Opened the single-family builder vertical and helped secure Lennar as a flagship enterprise customer.
- Built a scalable integration playbook that reduced implementation time by 30% for future partners.

BillingTree | Business Systems Analyst II

Mar 2016 – June 2018

- Led requirements gathering, workflow design, and implementation support for enterprise payment integration projects within a compliance-sensitive FinTech environment.
- Served as a technical liaison between engineering, implementation, and business stakeholders, translating operational requirements into scalable system and workflow solutions.
- Supported integrations involving payment systems, transaction workflows, and operational tooling, building foundational experience in APIs, systems thinking, and technical product development.
- Managed Agile ceremonies and delivery coordination as Scrum Master, helping improve communication, prioritization, and execution consistency across cross-functional teams.

EDUCATION

Grand View University | B.S. Computer Science | B.S. Management Information Systems