

James Hartley

Senior Technical Product Manager

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PROFILE

Technical PM with 9 years building data and developer-facing products. Engineering background (former backend dev) lets me work deeply with teams on architecture trade-offs while keeping a sharp focus on user outcomes and business metrics. Shipped products generating \$20M+ in annual revenue.

EXPERIENCE

Senior Technical PM — Datalux (Series C, 400 employees)

2021 - Present

Developer Platform team · San Francisco

- Own the developer API and SDK roadmap used by 8,000+ external developers.
- Led launch of usage-based billing that grew platform revenue 35% YoY (\$6M incremental ARR).
- Reduced API onboarding time from 3 days to 40 minutes; activation rate up from 22% to 51%.
- Manage a cross-functional pod of 9 engineers, 1 designer, and 1 analyst.

Product Manager — Northwind Analytics

2018 - 2021

San Francisco

- Defined and shipped the company's first self-serve dashboard product; 1,200 paying teams in year one.
- Ran 60+ customer discovery interviews that reshaped the Q3 roadmap.
- Introduced an experimentation framework; lifted trial-to-paid conversion from 4.1% to 6.8%.

Backend Engineer — Northwind Analytics

2016 - 2018

- Built ingestion services in Go handling 2B events/day; later moved into product.

Software Engineer — Civica Systems

2014 - 2016

- Full-stack work on a public-sector case-management system (Java, Angular).

SKILLS

- Roadmapping & prioritisation (RICE, opportunity sizing)
- API & platform product strategy
- SQL, basic Python, reading most codebases
- Experimentation & A/B testing
- Stakeholder & executive communication

CERTIFICATIONS

- Certified Scrum Product Owner (CSPO)
- Pragmatic Institute — PMC Level III
- Reforge — Product Strategy

TOOLS

- Jira, Linear, Amplitude, Looker, Figma, Notion

SPEAKING & WRITING

- Speaker, ProductCon SF 2024 — "Pricing developer platforms without losing developers".
- Author of a monthly newsletter on technical product management (4,000 subscribers).
- Guest lecturer, UC Berkeley Extension — Product Management for Engineers.

SELECTED ACHIEVEMENTS

- Took the Datalux developer API from internal-only to a public product now driving 18% of new revenue.
- Designed the company's product operating model adopted across all five product pods.

- Mentored four PMs, two of whom were promoted to senior within 18 months.

EDUCATION

BS Computer Science — Carnegie Mellon University

2010 - 2014

Minor in Human-Computer Interaction