

DAVID JUHLIN

SENIOR PRODUCT MANAGER | B2B SAAS, AI & CUSTOMER-DRIVEN PRODUCT STRATEGY

Sunrise, FL | nilsdavidjuhlin@gmail.com | linkedin.com/in/david-juhlin | U.S. & Swedish Citizen

PROFESSIONAL SUMMARY

Senior product leader with 10+ years spanning B2B SaaS, enterprise software, AI-enabled workflows, analytics, integrations, and user-centered innovation. Turns complex customer and business problems into clear product strategy, validated roadmaps, scalable experiences, and measurable outcomes. Combines strong discovery and UX expertise with commercial judgment, technical fluency, and cross-functional leadership from 0-to-1 development through launch, adoption, and growth.

SELECTED PRODUCT IMPACT

- Owned strategy and roadmap for a \$35M+ ARR enterprise SaaS portfolio; grew an OTT business from \$7M to \$10M ARR and protected more than \$25M ARR through integrations used by 125+ enterprise customers.
- Led an enterprise AI workflow pilot that reduced task completion time by approximately 50%, delivered the proof of concept 20% ahead of schedule, and secured Division GM sponsorship for broader rollout.
- Increased adoption of a key enterprise capability by 50% in 90 days and built a 40+ customer design-partner program that increased engagement by 200-300%.
- Prevented approximately six months of unnecessary development through early customer validation and helped launch an innovation offering that generated approximately \$1M in first-year revenue.

PROFESSIONAL EXPERIENCE

Wicked Sidekick | Founder & Product Lead

Mar 2025-Present

- Define product vision, strategy, roadmap, and MVP scope for a 0-to-1 AI-native B2B SaaS platform that turns customer conversations into traceable evidence, opportunity maps, reports, and product-ready outputs.
- Created the product and information model connecting transcripts, evidence, customer needs, opportunity hierarchies, reports, and drafts, with source traceability, confidence signals, permissions, lifecycle rules, and human review.
- Lead discovery, requirements, prioritization, and release planning across Engineering, Design, and QA; translate evidence into workflows, prototypes, PRDs, acceptance criteria, data relationships, AI behavior, privacy controls, and success measures.
- Conducted 25+ discovery interviews, scaled the team from 2 to 9 contributors, and secured the first alpha commitment from a 700-employee enterprise SaaS company.

Broadcom | Principal Product Manager, AI Initiatives (Contract)

May 2025-Jul 2026

- Led discovery, strategy, and delivery for AI-assisted enterprise workflows, translating ambiguous operational needs into hypotheses, product requirements, success metrics, guardrails, roadmap priorities, and rollout recommendations.
- Partnered with Engineering and Data teams on a source-grounded workflow using Gemini, BigQuery, and retrieval-augmented generation, with human review, exception handling, and measurable adoption criteria.
- Conducted 30+ user interviews and weekly pilot feedback cycles; the resulting workflow reduced task completion time by approximately 50%, was delivered 20% ahead of schedule, and secured executive sponsorship.

Brightcove | Principal Product Manager

Jan 2020-Mar 2025

- Owned end-to-end product strategy, roadmap, prioritization, and outcomes for a \$35M+ ARR B2B SaaS portfolio spanning analytics, integrations, OTT applications, data capabilities, and customer-facing workflows.
- Rebuilt Salesforce, HubSpot, Marketo, and Eloqua integrations used by 125+ enterprise customers, protecting more than \$25M ARR and improving reliability and scalability of customer data workflows.
- Grew the OTT business from \$7M to \$10M ARR by aligning product improvements, market positioning, and cross-functional commercialization.
- Increased adoption of a key enterprise capability by 50% in 90 days and established a 40+ customer design-partner program spanning the enterprise and OTT businesses, increasing customer engagement by 200-300%.
- Defined Brightcove's long-term analytics strategy, helping inform the acquisition of Wicket Labs to expand customer-facing insights and decision support.

PROFESSIONAL EXPERIENCE, CONTINUED

PTC | UX Design Director, Product Strategy & Discovery

Feb 2017-Jan 2020

- Led product discovery, UX strategy, and innovation across industrial SaaS, IoT, augmented reality, PLM, and CAD products, partnering with Product, Engineering, Sales, and executives on roadmap and investment decisions.
- Prevented approximately six months of unnecessary development through customer validation; designed a modular application framework that reduced deployment time by approximately 20%; and helped launch an offering generating approximately \$1M in first-year revenue.

Bentley University, User Experience Center | User Experience Consultant

Nov 2012-Feb 2017

- Led 50+ research, product strategy, usability, and service-design engagements for enterprise and education clients, including American Student Assistance, Fidelity, TD Bank, CA Technologies, Cisco, and Siemens.
- Translated qualitative and quantitative evidence into product direction, workflow improvements, prototypes, and prioritized recommendations for senior product and business leaders.

GoUsability | Founder & UX Consultant

Apr 2011-Aug 2012

- Founded and operated a product and UX consultancy, leading customer research, digital product strategy, and experience-design engagements from scoping through delivery.

CORE EXPERTISE

Product Vision & Strategy | Roadmaps & Prioritization | 0-to-1 Product Development | Enterprise B2B SaaS | AI-Enabled Products | Customer Discovery & Design Partners | Product Analytics & Adoption | UX Strategy & Prototyping | Product Requirements & Agile Delivery | Business Cases & Commercialization | Cross-Functional & Executive Leadership

EDUCATION & CERTIFICATIONS

Bentley University | MBA, Management, 2016

Lulea University of Technology | M.S., Engineering Physics with Human Factors, 2010

Certifications: Certified ScrumMaster | Pragmatic Marketing | IBM Enterprise Design Thinking