

Alex Pedicini

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EXPERIENCE

Gusto

Nov '21 - present

Lead Product Manager - Growth & Benefits

- Currently **leading a 0->1 launch of new voluntary worksite benefits**. Partnered with insurance carriers, GTM and operations teams to stand up and scale this into an \$xm opportunity within 6 months.
- Lead company-wide initiative to overhaul onboarding experience from single-product to multi-product. **Improved product activation by 16%** and **average new-customer revenue by 9%**, driving \$XXm in incremental ARR.
- **Reduced time-to-first-use by 15%** through automated tax setup and AI-assisted data entry workflows.

Corvus Insurance

Jun '20 - Oct '21

Group Product Manager

- Built and led a team of 3 PMs spanning broker, policyholder and distribution API experiences. Increased broker activation rates by 24% via sign-up flow iterations.
- Launched a **0→1 API platform** generating **\$2M ARR in 9 months**, establishing Corvus as an embedded cyber carrier.

Wayfair

Feb '19 - Jun '20

Product Manager

- Led the Lists product responsible for **~12% of total ecommerce revenue**; grew revenue contribution **14% YoY** while improving CSAT.
- Launched email and push notification strategy to drive re-discovery and purchase, improving repeat purchase rate by **18% YoY**.

Apartments.com

Aug '17 - Sep '18

Product Manager - Renter Experience

- Improved conversion to lead by **12%** in key customer segments through automated drip engagement sequences.

Hudl

Aug '14 - Aug '17

Product Manager - Community & UGC

- Launched a Nike-branded iOS training app that reached **>50K users in 6 months**.
- Built scalable native sponsorship placements across apps, driving **\$2M+ in new partner revenue**.

EDUCATION

Boston College - Graduated in 2011 with a B.S. in Marketing

SIDE PROJECTS

[Product Frameworks](#) - #2 upvoted product on Product Hunt and ~7,000 email subscribers