

# David Bahia

## Senior Product Manager

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### SUMMARY

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Senior Product Manager with 9+ years building scalable platform products, workflow automation systems, and AI-enabled operational tooling across high-growth SaaS environments. Track record of owning end-to-end roadmaps from discovery through launch, partnering with engineering, design, and GTM teams to drive measurable revenue outcomes and team performance at scale.

### PROFESSIONAL EXPERIENCE

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#### Gen Digital (GoBankingRates, MoneyLion)

Senior Product Manager, Platform Tools & Workflow Systems Jan 2025 - May 2026 | Remote

- **Roadmap ownership.** Delivered 6 major platform initiatives per quarter, defining and executing product strategy across workflow orchestration, automation, and scalable operational infrastructure supporting multiple business units and revenue initiatives.
- **Platform modernization.** Led migration from fragmented legacy workflows to a unified, scalable platform ecosystem, reducing manual overhead and enabling faster team onboarding and adoption across a 100+ person editorial organization.
- **Workflow automation.** Reduced editorial workflow completion time by 50-70%, cutting recurring manual processes from 2-3 hours to under 10 minutes per week through targeted automation systems.
- **AI integration.** Compressed product discovery cycles from ideation to testable working prototype from 1 month to 2 days by implementing AI-assisted validation workflows with a team of 5 engineers.
- **GTM alignment.** Partnered with engineering, monetization, growth, and GTM organizations to deliver dynamic monetization systems, acquisition funnels, and distribution workflows contributing to measurable revenue growth.
- **Incident management.** Led production issue response and platform stabilization, coordinating rollback, remediation, and cross-functional recovery under pressure.

#### Forbes Advisor

Senior Product Manager Jan 2023 - Jan 2024 | San Francisco, CA

- **Cross-property integration.** Led platform integration between Forbes Advisor and USA Today, enabling shared CMS infrastructure, unified user systems, and scalable ad product delivery across properties.
- **Delivery velocity.** Implemented agile practices that reduced development cycles by 40% and improved team velocity across multiple concurrent workstreams.
- **Monetization systems.** Built sponsored content workflows and paid template systems supporting high-value advertising partnerships, directly improving revenue performance.
- **Executive partnership.** Aligned senior stakeholders and external partners on platform investments, presenting roadmap and strategy to leadership.

#### Red Ventures

Product Manager Feb 2021 - Nov 2022 | San Francisco, CA

- **Platform at scale.** Managed products supporting over 1 billion annual visits across Healthline, Greatist, MedicalNewsToday, and PsychCentral, prioritizing scalability, reliability, and monetization infrastructure.
- **Systems integration.** Directed API-driven migration initiatives to improve platform scalability and operational efficiency across distributed teams.
- **Enterprise partnerships.** Managed branded content systems for advertising partnerships exceeding \$1M in deal value, requiring tight product and stakeholder coordination.
- **Analytics infrastructure.** Built event-tracking systems to measure engagement and monetization effectiveness, directly informing product prioritization.

## Red Ventures

Associate Product Manager Jan 2020 - Feb 2021 | San Francisco, CA

- **CMS iteration.** Managed platform iterations across four sites, improving ad product placements and revenue potential across 100,000+ live pages and 2,000+ users.
- **Workflow design.** Designed cross-functional workflows enabling faster feature implementation and improved team efficiency.

## Healthline Media

Associate Product Manager / Production Assistant Oct 2015 - Jan 2020 | San Francisco Bay Area

- **Platform development.** Contributed to WordPress publishing platform supporting editorial and sponsored content; developed workflow tooling to improve cross-team collaboration and operational tracking.
- **Operational tooling.** Built Python tools to improve organizational efficiency and managed high-volume content operations across Drupal publishing infrastructure.

## CORE COMPETENCIES

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<b>Product</b>	Roadmap Strategy • Product Discovery • Backlog Prioritization • Agile/Scrum • End-to-End Delivery • A/B Testing
<b>Platform</b>	SaaS Platforms • Workflow Automation • API Integration • Platform Migration • CMS (Contentful, WordPress, Drupal)
<b>AI &amp; Data</b>	AI/ML-Enabled Tooling • AI-Assisted Product Development • Analytics & Instrumentation • Event Tracking
<b>GTM</b>	Go-To-Market Collaboration • Launch Readiness • Revenue Enablement Workflows • Adoption & Performance Monitoring
<b>Leadership</b>	Cross-Functional Team Leadership • Engineering & Design Partnership • Executive Communication • Distributed Teams