

Allan Gene Diaz — Product Manager | 0→1, Growth & Strategy

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Product manager and strategist with experience launching and scaling 10+ digital commercial insurance products, generating more than \$2.5 million in first-year written premium, and improving conversion, adoption, and retention. Uses AI, automation, customer evidence, and experimentation to accelerate discovery, strengthen product decisions, and turn validated opportunities into measurable outcomes.

WORK EXPERIENCE

Veracity Insurance Solutions | *Insurtech providing digital insurance products to high-volume small-business customers.*

Product Operations Manager

April 2026 – Present

Product team coaching and portfolio leadership

- Built an AI-assisted product-insights system that synthesized customer interviews, behavioral data, support issues, sales feedback, market research, and underwriting insights, increasing evidence-backed roadmap decisions from 42% to 81%.
- Developed an AI-enabled product-planning tool that translated discovery evidence and opportunity-solution trees into outcome-based roadmaps, reducing roadmap preparation time by 35% and automating 60% of recurring progress updates.
- Improved on-time roadmap delivery from 68% to 89% by leading scope, sequencing, dependency, and resource tradeoffs across the strategic product portfolio.
- Increased delivery of high-impact roadmap initiatives by 35% by leading prioritization across customer value, commercial impact, strategic alignment, market opportunity, risk, confidence, and effort.
- Increased launches with defined success metrics from 46% to 94% by embedding customer outcomes, leading indicators, lagging metrics, guardrails, instrumentation requirements, and post-launch review plans into product development.

Lead Insurance Product Manager, GTM (0→1)

May 2024 – April 2026

Product strategy, 0→1 development, and go-to-market leadership

- Launched and scaled 10+ digital commercial insurance products, with top performers exceeding first-quarter revenue forecasts by up to 40%, by owning strategy, discovery, launch, and post-launch optimization.
- Generated more than \$2.5 million in first-year written premium by defining and executing product and go-to-market strategies across underwriting, engineering, marketing, sales, partnerships, operations, and customer support.
- Reduced average time to market by 24% by defining minimum viable scope, validating customer and commercial assumptions, aligning requirements, and leading cross-functional execution through launch readiness and early-stage iteration.
- Increased application completion by 28% by redesigning eligibility rules, application questions, conditional logic, quote workflows, underwriting handoffs, user stories, and acceptance criteria around customer and business needs.
- Increased first-90-day product adoption by 32% by defining target segments, positioning, pricing, distribution, acquisition, sales enablement, lifecycle communication, and launch measurement strategies.

Paid Media Manager

April 2022 – May 2024

Product discovery, funnel optimization, and growth strategy.

- Identified and shaped five roadmap initiatives that generated \$1.2 million in incremental annual written premium by translating customer search behavior, funnel performance, underwriting outcomes, and sales feedback into validated product opportunities.
- Increased quote completion by 19% and quote-to-bind conversion by 14% by leading the cross-functional redesign of critical quote-flow experiences across product, engineering, underwriting, compliance, sales, and customer support.
- Validated and recommended investment in three commercial insurance products by testing customer demand, competitive differentiation, acquisition viability, underwriting fit, and expected commercial value before development.

Iluma Agency
Digital Marketing Manager

Miami Lakes, FL + Remote
February 2020 – April 2022

Digital product, customer experience, and operational leadership.

- Increased completion of high-value digital experience and customer-operations initiatives by 39% by prioritizing opportunities based on customer impact, revenue potential, strategic alignment, effort, risk, and evidence strength.
- Delivered 12 cross-functional initiatives that improved on-time delivery by 21% and client satisfaction by 15% by leading work from problem definition and discovery through requirements, launch, measurement, and iteration.
- Increased customer retention by nine percentage points by synthesizing interviews, account feedback, performance data, service issues, and competitive research to identify and resolve five recurring customer-experience gaps.

Lead Advertising Specialist

December 2017 – February 2020

Growth experimentation and customer-journey optimization.

- Generated more than \$900,000 in incremental annual revenue by analyzing customer behavior, funnel performance, sales outcomes, stakeholder feedback, and market trends to identify high-impact growth opportunities across the customer journey.
- Increased landing-page conversion rates by 26% by building and leading a 15-experiment optimization roadmap spanning customer research, hypothesis development, experience design, analytics, web development, sales, and iteration.
- Increased qualified conversions by 21% by translating franchisee, franchisor, and corporate needs into scalable acquisition experiences that balanced local customer requirements, brand governance, technical constraints, and growth objectives.

EDUCATION

Florida International University

Bachelor of Business Administration in Finance

Miami, FL

CERTIFICATIONS, SKILLS & INTERESTS

- **Certifications:** Pragmatic Institute PMC-I, PMC-II
- **Product Management:** Product Discovery, Customer Research, Requirements Definition, User Stories and Acceptance Criteria, Customer Journey Mapping, Roadmap Development, 0→1 Product Development, Experimentation, Product Launches, Outcome Measurement
- **Product Strategy & Growth:** Opportunity Assessment, Market and Competitive Research, Portfolio Prioritization, Product-Led Growth, Funnel Optimization, Pricing and Packaging, Go-to-Market Strategy, Adoption and Retention
- **Product Operations & Leadership:** Product Operating Models, Portfolio Planning, Cross-Functional Leadership, Risk and Dependency Management, Product Metrics, Insights Management, Launch Readiness, Product Team Coaching, OKRs
- **AI & Automation:** AI-Assisted Product Discovery, Research Synthesis, Workflow Automation, Prompt and Context Design, Rapid Prototyping, Human-in-the-Loop Workflows, Automated Product Reporting, ChatGPT, Claude, Claude Code, Claude Cowork, Lovable, n8n
- **Analytics & Tools:** Funnel Analysis, A/B Testing, Mixpanel, GA4, Google Tag Manager, Power BI, Looker Studio, HubSpot, Jira, Jira Product Discovery, Confluence, Miro, Figma
- **Product Thinking:** Outcomes over outputs, continuous discovery, evidence-based prioritization, empowered teams, hypothesis-driven development, and measurable customer value; influenced by Marty Cagan, Teresa Torres, Melissa Perri, Denise Tilles, Itamar Gilad, and Donald Reinertsen.
- **Interests:** Japan, baseball history, mixology, practical philosophy, economics, gaming, fitness, personal finance.