

ROB FREW

Senior Product Manager | Platform Strategy & Developer Experience | SaaS & Enterprise Products
rob@robefrew.com | 309-751-7423 | linkedin.com/in/frewrob | San Luis Obispo, CA

PROFESSIONAL SUMMARY

Senior Product Manager with 15+ years driving product strategy, platform development, and go-to-market execution for B2B SaaS and enterprise products. Led product initiatives at Amazon managing a platform serving 2,000+ developer teams, and at NuORDER delivering an API framework contributing to 28% ARR growth. Expert in building product roadmaps, defining requirements, leading Agile teams, and translating customer needs into successful products. Proven track record of driving 19-28% ARR growth through platform reliability, feature development, and strategic product positioning.

PROFESSIONAL EXPERIENCE

Amazon Web Services (AWS)

San Luis Obispo, CA

Technical Program Manager III, Security Platform Engineering

June 2022 – Present

Lead product and program management for Basin, Amazon Security's platform serving 2,000+ internal developer teams processing 9PB daily from 350,000+ sources, supporting security analytics, ML workloads, and real-time data pipelines.

Product Strategy & Developer Experience:

- Managed platform serving **2,000+ internal developer teams**, gathering requirements, prioritizing features, and driving adoption across Amazon Security.
- Pioneered usage-based cost allocation model enabling **\$12.7M+ accurate service attribution**, creating framework adopted by other internal products.
- Partnered with engineering teams to define product requirements, determine feasibility, establish timelines, and ensure on-time delivery of capabilities.
- Created comprehensive documentation, onboarding guides, and self-service resources improving developer productivity and platform adoption.
- Built stakeholder governance rhythms and communication protocols creating transparency and alignment across product decisions.

Platform Growth & Scaling:

- Managed platform scaling **965% YoY** (92PB to 989PB monthly) while maintaining 99.9% availability SLA and customer satisfaction.
- Owned regional expansion strategy across **30+ AWS regions**, defining requirements and coordinating delivery with engineering teams.
- Built and maintained dashboards tracking platform health, usage metrics, and customer satisfaction for data-driven product decisions.
- Drove adoption through training, documentation, and stakeholder enablement, increasing platform utilization across customer base.
- Established onboarding framework enabling self-service customer activation while maintaining data quality standards.

Business Impact & Cost Optimization:

- Led 15 product and infrastructure initiatives delivering **\$24.9M in annual savings**, achieving \$19.7M in FY26 realization.
- Managed infrastructure planning for **\$73.5M+ annual spend**, forecasting capacity requirements and budget allocation.
- Designed S3 storage migration program delivering **\$2.9M annual cost avoidance** while maintaining availability SLA.
- Authored business cases and analysis translating complex technical data into actionable insights for leadership decisions.
- Reduced quarterly spending **\$9.1M below target** through strategic product and efficiency initiatives.

Cross-Functional Leadership:

- Coordinated product initiatives across **40+ microservices** spanning Security, Finance, and Engineering organizations.
- Pioneered Basin's integration into AWS Metering as first internal security service, establishing product blueprint for other services.
- Influenced without authority to drive alignment across engineering teams on product requirements and prioritization.
- Presented product roadmap and recommendations to senior leadership, driving alignment on priorities and resource allocation.
- Gathered customer feedback and represented voice of customer internally, influencing product roadmap decisions.

NuORDER (Acquired by Lightspeed)

Principal Product Manager

Remote

January 2021 – June 2022

Owned product strategy and roadmap for B2B wholesale SaaS platform serving enterprise retail and fashion brands through acquisition by Lightspeed.

- Delivered comprehensive API framework and developer tools contributing to **28% ARR growth** in first six months through improved platform capabilities.
- Created multi-year product roadmap for platform migration managing pricing/promotions, tax, payments, and inventory systems.
- Partnered with engineering and design teams on technical architecture decisions, feature prioritization, and delivery execution.
- Developed client migration strategy moving entry-level clients to higher-paid tiers, driving revenue expansion and product adoption.

Kibo Commerce

Principal Product Manager

San Luis Obispo, CA

June 2019 – January 2021

Led product strategy for Order Management and Platform Services, driving feature development and go-to-market execution for enterprise commerce platform.

- Led 4 Agile development teams delivering **7 new market features** for 2019/2020 roadmap for enterprise commerce systems.
- Developed go-to-market strategy for OMS product resulting in **19% ARR growth** through platform positioning and feature development.
- Merged **22 microservices** into unified commerce platform, defining product architecture and migration strategy.
- Instrumental in **\$110M recurring revenue** including \$38M in owned products; drove **21% YoY growth** over three years.

Senior Manager, Technical Program Management

August 2017 – June 2019

Led five-person team delivering enterprise commerce implementations, translating customer requirements into product improvements.

- Streamlined implementation process, reducing client onboarding from **8 months to 4 months** through process optimization.
- Increased project margin **120%** by improving delivery execution and identifying product gaps from customer feedback.
- Mentored 2 new Product Managers through feature development process, both advancing to senior roles.
- Gathered customer requirements and represented voice of customer internally, influencing product roadmap decisions.

Senior Product Manager

August 2011 – August 2017

- Led 3 development scrum teams through complete product lifecycle from strategic planning through tactical execution.
- Co-authored patent for Local Inventory Search with Finderbot Technology using Lean Startup methodology.
- Built fraud detection and risk management system from ground up, defining requirements and leading development.

John Deere

Project Manager, Manufacturing Operations

Moline, IL

January 2009 – August 2011

- Reduced manufacturing overhead from \$12.3M to \$9.1M annually (**26% reduction**) through data-driven efficiency analysis.
- Implemented QA dashboards and performance metrics tracking throughput, quality, and operational KPIs.
- Led cost-savings programs and streamlined process management across multiple production units.

EDUCATION & CERTIFICATIONS

B.A., Project Management | Arizona State Global Campus

Six Sigma Black Belt Certification | John Deere

CORE COMPETENCIES

Product Strategy & Roadmap | Go-to-Market Execution | Developer Experience | API/SDK Development | B2B SaaS Products | Agile Team Leadership | Requirements Definition | Feature Prioritization | Cross-Functional Leadership | Stakeholder Management | Data-Driven Decisions | Customer Research | Platform Products | Revenue Growth

NOTABLE PROJECTS

NuORDER API Framework (28% ARR Growth): Delivered comprehensive API framework and developer tools that enabled partner integrations and contributed to 28% ARR growth in six months through improved platform capabilities and developer experience.

Local Inventory Search Patent (Finderbot): Co-authored patent for innovative local inventory search solution enabling real-time stock requests, retailer aggregation, and mobile-optimized consumer experience using Lean Startup methodology.

Fraud Detection & Risk Management System: Designed and built fraud detection system from ground up for enterprise commerce payment processing, defining requirements and leading development through full product lifecycle.