

Marc Pizzinato

Design-driven Product Manager & Owner

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PROFESSIONAL EXPERIENCE

Product Manager · Clipboard

April 2024 - Present

- Supporting overall product strategy with CEO/Head of Product, and solely leading consumer-facing Clipboard Compete product
- Responsible for orchestrating product development using Shape Up methodology, and running the regular Betting Table cadence with senior leadership
- Leading customer discovery; and coordinating regular customer interviews with key stakeholder groups to identify opportunities
- Chiefly responsible for writing "Shaping Docs" (Product Requirement Documents - PRDs - for ShapeUp) using customer interviews, usage data from Snowflake & Mixpanel, and revenue forecasts from Hubspot & elsewhere
- Collaborating cross-functionally with Sales and Customer support to establish best practices and support systems during Customer Success handover of Compete product
- Grew Clipboard Compete from launch to 16 live Associations in first 12 months, representing AUD\$10,000-20,000 in new revenue per Association and decreasing existing school churn risk significantly

Product Owner · CartonCloud

May 2022 - March 2024

- Spearheaded product development & Go-To-Market (GTM) movements, as well as tracking uptake metrics, on complex, highly specialised logistics solutions beyond release/launch for 2 development squads
- Directed a product development squad focused on quick-win improvements driving growth of Integrations revenue stream
- Worked cross-functionally across Operations, Engineering & Marketing to establish and lead the Product Marketing function - implementing a release process that measurably increased feature awareness
- Led development on a billing experience improvement in the then-beachhead North American (NA) market, which enabled NA Sales to better sell to North American consumers

Associate Product Manager · ParcelPoint

May 2021 - May 2022

- Served as Product Owner for development team across all products - Pickup, Doorstep Delivery & Returns
- Supported Senior Product Manager in roadmap execution through requirement documents and high-fidelity UX/UI mockups
- Led research & development of Runner App UX - enabling local "runners" to deliver last mile from local Hubs to customers' doorsteps

Junior Designer · NobleOak Life

August 2019 - May 2021

- Transformed user experience for Life Insurance Quote Tool on mobile
- Revitalised flow of lead-gen and sale opportunity email & SMS comms alongside CMO and Head of Digital
- Built intuitive Figma prototype used to present customer journey to Senior Leadership, and then to prospective strategic partners

EDUCATION

CS50b: CS50 for Business Professionals

HarvardX · 2025

- Completed course material over 2 month period, now awaiting feedback

Bachelor of Design (BDes) in Visual Communication

University of Technology Sydney · 2017 - 2020

Higher School Certificate & ATAR

Marcellin College Randwick · 2011 - 2016

- Graduated with the Senior Proficiency Award - awarded to the most well-rounded graduating student annually

TECHNICAL SKILLS

- **UX/UI Design** - Highly proficient with UX tools like Figma, Adobe XD etc. as tools for managing design systems & designing prototypes
 - **Data Analysis** - Sheets, SQL, Mixpanel, AWS Quicksight, AWS Cloudwatch Logs & Hubspot as analysis tools
 - **AI Proficiency** - Strong at prompt engineering in Claude, and in general in leveraging AI to accelerate my impact & productivity
 - **Technical** - Good knowledge of RESTful API architecture & good practice database design, as well as working knowledge of HTML/CSS
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Referees and their contact details available upon request.