

CORBIN IMGRUND

Product Leader

+1 (214) 642-2749 • corbin.imgrund@gmail.com • Dallas, TX - Open to relocation

Summary

Dynamic and seasoned product management professional with significant experience driving go-to-market success in the technology industry. Proven expertise in launching highly technical products and spearheading growth initiatives. Specialize in product prioritization and strategic growth across data science, metasearch, SaaS, and cloud infrastructure domains. Adept at utilizing experimentation, data analytics, and insights to craft and execute impactful go-to-market strategies, fostering adoption, utilization, and retention. Consistently deliver substantial business impact and elevate customer experiences by optimizing emerging technologies.

Experience

Melting Face

Dallas

Founder | Lead Researcher

06/2023 - Present

Melting Face is a research services company that tailors RAG and Agentic AI applications to individual companies within the SMB space.

Research | Chained Generative AI NLP, RAG, Agentic AI Graph, & Automation Services

- **Generative AI Research:** Conducted research on Generative AI, NLP, AI Graph, and Automation Services
- **Data Science Methodologies:** Focused on research and business adoption of data science methodologies including machine learning (ML), deep learning (DL), neural networks, natural language processing (NLP), and generative adversarial networks (GANs)
- **Educational Material Distribution:** Distributed educational research materials online
- **Melting Face Application R&D:** Developed the Melting Face Application, specializing in chained natural language processing, retrieval-augmented generation (RAG), and agentic AI graphs.
- **Application Development:** Managed end-to-end application development with an extensive library of components
- **Lifecycle Management:** Oversaw application lifecycle management, including debugging, collaboration, testing, and monitoring of LLM applications
- **Cognitive Architecture Design:** Designed controllable cognitive architecture for human-in-the-loop (HITL) artificial intelligence engines

CWT

Chicago

Director of Performance Optimization

11/2021 - 05/2023

CWT is one of the world's largest providers of end-to-end managed corporate travel services and technology.

Product Management | Machine Learning & Experimentation

- **Technical Product Development:** Led technical product development for CWT's experimentation and optimization services, including metasearch, digital platforms, AI, SaaS, and BDaaS
- **Data-Driven Strategies:** Implemented data-driven strategies and A/B testing, resulting in a 20% improvement in conversion rates and customer satisfaction
- **Revenue and Savings Boost:** Increased revenue by \$20M annually and achieved \$5M in annual savings through reduced agent call times
- **Customer Service Enhancement:** Decreased customer service ticket volumes by 20% and improved the average customer experience rating from 4 to 4.5 stars
- **Product Roadmap Establishment:** Developed a multi-year product roadmap, increasing average yield by an additional 5.5%

CWT

Chicago

Senior Product Manager

01/2018 - 10/2021

CWT is one of the world's largest providers of end-to-end managed corporate travel services and technology.

Product Management | Machine Learning

- **Technical Product Development:** Led technical product development for CWT's digital metasearch platform and machine learning services
- **API and AI Engine Implementation:** Oversaw the technical implementation of APIs and AI engines, increasing average yield by 8%
- **Product Roadmap Development:** Established a multi-year product roadmap, enhancing platform conversion rates by 20%
- **Efficiency Improvements:** Reduced customer look-to-book times by 15%, improved search engine funnel progression by 30%, and cut customer service tickets by 15%
- **Product Testing Governance:** Implemented product testing governance, reducing bug reports by 15% and saving \$2M annually in agent call times

Experience

Royal Caribbean International

Miami

Senior Product Marketing Manager

05/2016 - 04/2017

Royal Caribbean is the second-largest cruise shipping company in the world.

Technical Product Marketing | Database Management

- **Technical Product Development:** Managed the development of the content database management system (DBMS)
- **Go-to-Market Strategy:** Developed the initial go-to-market content strategy, increasing unique content offerings by 1000% and generating 20,000 unique branded content items
- **UX/UI Collaboration:** Collaborated with the UX/UI team to redesign the content management interface, resulting in a 40% increase in content creation efficiency and reduced time-to-market for new content initiatives
- **Advanced Analytics Integration:** Orchestrated the integration of advanced analytics tools to track user behavior and content performance, leading to data-driven optimizations that increased user engagement by 25%
- **Conversion Rate Boost:** Boosted conversion rates by 30% and platform utilization by 500% through a targeted Google Ads campaign

Sabre Corporation

Southlake

Senior Product Marketing Manager

05/2013 - 03/2016

Sabre is the largest Global Distribution System technology provider in North America and the second-largest globally.

Technical Product Marketing | Mobile SaaS

- **Cross-Functional Leadership:** Spearheaded a cross-functional team of designers, developers, and marketers to launch new features, resulting in a 200% increase in user engagement
- **Data-Driven Optimization:** Implemented data-driven strategies and A/B testing to optimize user experience, leading to a 15% improvement in conversion rates and customer satisfaction
- **Go-to-Market Strategy:** Developed a go-to-market strategy for mobile services across two different SaaS verticals, driving \$2.5M in increased revenue
- **Mobile Platform Adoption:** Achieved 50% adoption of the mobile platform among the top 200 clients, significantly increasing Monthly Recurring Revenue (MRR)
- **Customer Satisfaction Enhancement:** Enhanced the average star rating from 4.5 to 5 stars across all major review platforms for top-tier clients

Education

Texas Christian University

Master of Business Administration, MBA

12/2014

University of Oklahoma

Bachelor of Arts, BA

05/2007

Massachusetts Institute of Technology

Professional

11/2023

- Practical Realities of Quantum Computation & Quantum Communication
- Quantum Algorithms for Cybersecurity, Chemistry, & Optimization
- Requirements for Large-Scale Universal Quantum Computation

Professional Certifications

Product Management Professional (PMT) — IBM

AI Product Management Professional (AIPMT) — IBM

Machine Learning Professional — IBM

Data Science Professional — IBM

AI Engineering Professional — IBM

Generative Adversarial Networks (GANs) Specialization — DeepLearning.AI

Mathematics for ML & Data Science Specialization — DeepLearning.AI

Professional Certifications

Natural Language Processing Specialization — DeepLearning.AI

Deep Learning & Neural Networks Specialization — DeepLearning.AI

TensorFlow Developer Specialization — DeepLearning.AI

TensorFlow: Advanced Techniques Specialization — DeepLearning.AI

Advanced Data Analytics Professional — Google

Business Intelligence Professional — Google

Project Management Professional (PMP) — Google

Digital Marketing & E-commerce Professional — Google

UX Design Professional — Google

Cybersecurity Professional — Google

Power BI Data Analyst Professional — Microsoft

Tableau Business Intelligence Analyst Professional — Tableau

Marketing Analytics Professional — Meta

AWS Cloud Solutions Architect Professional — AWS

AWS Cloud Technology Consultant Professional — AWS

DevOps on AWS Professional — AWS

AWS Cloud Practitioner Specialization — AWS

Skills

Data Science · Feature Prioritization · AI · ML · Deep Learning · Natural Language Processing · Program Management · Project Management · Analytics · Strategic Thinking · Customer-Centric Design · Adaptability · Solution Architecture · SaaS · Python · SQL · PyTorch · TensorFlow · Langchain · Agile Methodology · Kubernetes · Scrum · Roadmap Development · Market Research · User Stories · Competitive Analysis · Product Lifecycle Management · A/B testing · Journey Mapping · Supply Chain Operations · Retrieval Augmented Generation · Generative Adversarial Networks · Neural Networks · DevOps Collaboration · Business Administration · Business Case Development · P&L · People Management · Data Visualization · Storytelling · Cross-Functional Collaboration · Stakeholder Management · Data-Driven Decision Making · Go-to-Market Strategy · Product Strategy · Subscription Models · Customer Retention Strategies · ARR Growth · Churn Reduction · User Adoption Metrics · API Integrations · Cloud-Native Platforms · Scalability · Customer Onboarding · Freemium to Premium Conversions · Automation Tools · APM Tools · CRM Systems · BI Tools · UX/UI Optimization · Team Leadership · Mentorship & Coaching · Revenue Impact · OKRs and KPIs · Strategic Partnerships · Change Management · Customer Empathy · Analytical Thinking · Problem-Solving · Influence & Negotiation

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