

NICK BELLISTRI

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Product Leader with a proven track record of delivering user-friendly solutions that drive revenue. I've launched new AI features, improved platform performance, and increased mobile app engagement. I focus on clear planning and agile methods to help teams work more effectively and deliver successful products that achieve business goals.

EXPERIENCE

HubSpot **Cambridge, MA** **Senior Product Manager – Marketing Studio and AI Quality** **11/2024 – present**

- Define cross-domain product strategy spanning three product areas (Marketing Studio, AI Quality, File/Asset Management), aligning engineering, design, and data science teams around a unified content creation vision
- Own the end-to-end AI content quality framework: design eval methodology, optimize prompt engineering and LLM model selection, and lead a longitudinal user research study measuring generative AI output quality
- Ship an agentic AI campaign orchestration system that integrates a user's brand identity and CRM data to create rich context layers that power campaign creation and AI asset generation
- Launch a redesigned AI image generation flow that lifted CSAT 30% for 5K weekly active users, creating 3M images a year
- Drive \$1.2M annual cost reduction by architecting a file storage optimization strategy for 15B files across 280K weekly users for HubSpot's DAM
- Increase File Manager CSAT 15% by defining and delivering a new high-availability digital asset management platform for 18B assets
- Scale a web crawler to rank as the 85th largest by volume globally by Cloudflare

Orum **Boston, MA** **Senior Product Manager – Generative AI and Platform** **2/2023 – 3/2024**

- Defined the generative AI product strategy from 0-to-1: launched AI meeting summaries that increased end-user efficiency 30% and saved organizations \$8K per user annually
- Applied ML-driven analysis of user data and transcripts to identify onboarding friction, leading to features that accelerated new user activation by 15%
- Spearheaded adoption of an enterprise design system across engineering, increasing developer velocity 34% and saving \$2M+ annually
- Mentored junior PMs on product fundamentals, continuous discovery, and agile team dynamics; implemented estimation practices that doubled forecasting accuracy and boosted team velocity 42%

Addepar **Boston, MA** **Senior Product Manager – Platform Experience and Mobile** **6/2021 – 1/2023**

- Scaled enterprise onboarding workflows 10x by designing bulk transaction capabilities for wealth management platform

- Led cross-functional user research workshops that drove 30% increase in feature adoption and 20% improvement in satisfaction within one quarter
- Improved API performance 4x for B2B SaaS platform through infrastructure optimization strategy
- Established product portfolio success metrics and tracking strategy, improving alignment between product execution and business goals

John Hancock Retirement Plan Services

Boston, MA

Senior Product Manager – Mobile and Platform Growth

4/ 2010 – 6/ 2021

- Boosted the efficiency of the content management posting process by 50% by streamlining and deploying web content updates using Sitecore CMS
- Grew mobile app to 1.3M monthly active users (+25K MoM for five consecutive years), managing \$4–5M in annual project budgets
- Directed cross-functional agile teams of 5–10 across B2B and B2C SaaS mobile and web initiatives, pioneering the enterprise mobile strategy
- Reduced enrollment friction to increase plan participation 25%, directly impacting business revenue growth

EDUCATION

Quantic School of Business and Technology

Washington, DC

MBA

University of Massachusetts

Boston, MA

Bachelor of Arts in English and Professional Writing

CERTIFICATIONS

Certified Scrum Master (Scrum Alliance) | Agile Certified Product Owner (UVA) | Product Management Foundations (Pragmatic Institute) | Certificate of Project Management (Boston University)

SKILLS

AI/ML Product Development, Platform Strategy, Cross-functional Leadership, User Research & Continuous Discovery, Data-informed Roadmapping, Agile/Scrum, Go-to-Market Strategy, Python, SQL

Tools: Claude Code, Claude Cowork, Amplitude, Snowflake, Looker, Figma, Jira, ProductBoard, Miro