

# Amanda Moreland

Product Leader

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## Summary

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Ten years of product work at high-growth software companies. I've built new products, reworked pricing models, and shipped data platforms processing hundreds of millions of events.

## Experience

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### Coast App

November 2025 – April 2026

Product Manager (First Product Hire)

- Hired to build the product function from scratch at a maintenance management platform with no prior product management, roadmapping, or structured customer communication.
- Launched the Public API to beta and a Zapier integration. Established roadmapping and feedback processes at an organization in early stages of adopting formal product discipline.

### OneSignal

May 2022 – November 2025

Principal Product Manager (Product Lead, Data Platform & Integrations)

- Owned data integrations, APIs/SDKs, platform architecture, and monetization at a marketing engagement platform. Three teams, 16 engineers, one designer.
- Pushed AI-assisted development into the team's workflow (Claude Code, V0, LLMs for docs).
- Designed and shipped Custom Events, an event instrumentation system that let customers define and collect behavioral data on their terms. 100 customers at launch, ingesting 400M events weekly.
- Rebuilt OneSignal's core data model from device-centric to person-centric, defining how customer data was structured, validated, and trusted across the platform. Migrated billions of records over a year to support omnichannel requirements.
- Turned internal data infrastructure into a customer-facing product: built Event Streams (event webhook) from scratch, delivering millions of events per second. Customers were paying CDPs just to access their own engagement data; we gave them a direct pipe. \$1M revenue in year one, with deals ranging from low thousands to \$250K.
- Identified an 11% revenue risk from a Google platform change, then designed a new pricing model with the CEO. Shipped in 10 weeks; 40% of enterprise customers migrated within a year.
- Built and improved integrations with Snowflake, Amplitude, Mixpanel, HubSpot, Segment, and others. Shared pipeline, joint sales calls. 20% increase in ARR.

- Built audit logs: immutable records of all user activity, exportable and API-accessible, supporting SOC 2 and HIPAA compliance.
- Introduced more complex role-based access controls at app and org levels, adding Editor and Viewer roles with granular permissions.
- Mentored six PMs, engineers, and tech leads. Multiple promotions, and several took on larger product areas as a result.

## **LaunchDarkly**

April 2021 – April 2022

Senior Product Manager

- Replaced LaunchDarkly's individual-user model with a flexible "Contexts" system that could target servers, devices, households, automated systems, and more. The old model only understood people; the new one worked for anything.
- Launched the company's first audience integration (Amplitude) and built the pattern for additional data partnerships.

## **Hearsay Systems**

April 2019 – April 2021

Senior Product Manager

- Led Hearsay's fastest-growing product, a compliant communications platform for financial services, shipping messaging, voice, social, and CRM features under strict regulatory requirements.
- Founded a quarterly customer advisory board with Allstate, Fidelity, Wells Fargo, and American Family Insurance. It shaped 70% of the roadmap, including features like DND mode and compliance tooling. 2x revenue growth, NPS up 15 points.

## **Evidation Health**

June 2018 – April 2019

Associate Product Manager

- Led a brand pivot for a consumer health app with ~500K users, then implemented a targeting system that increased clinical study participation by 30% in three months.

## **Twilio**

February 2016 – May 2018

Technical Program Manager

- Joined pre-IPO to own cost reconciliation. Identified a systemic data gap and created a cross-org program to solve it.
- Built financial data pipelines processing 100M+ transactions/day, partnering across Finance, Engineering, BI, and Data Platform. Powered real-time cost optimization, forecasting, and executive reporting.

## Education

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### St. Lawrence University

B.S. Biology, Minors in Chemistry and Film Studies

## Personal Projects

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**Next Size** (nextsize.clothing): Kids' clothing inventory app with AI-powered voice logging (Claude) and photo matching (Claude Vision → Gemini). Expo + Supabase. Available on web and iOS TestFlight.

**Kitchen Land** (kitchen.land): AI meal planning and kitchen inventory app with AI-powered voice logging (Claude) for adding inventory and meal plan generation. Available on web.

## Skills

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Product strategy, 0-to-1 development, pricing and monetization, platform architecture, API and SDK design, data integrations, AI-driven development, competitive analysis, co-sell partnerships, go-to-market strategy, enterprise sales, stakeholder management, cross-functional collaboration, user research, data analysis, agile development, SQL, OKRs