

Alex Core

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Personal Summary

I'm a Senior Product Manager with over eight years of experience in driving product vision. Finding the perfect intersection of delightful user experience, engineering feasibility, and business goals is what I love doing. I'm an expert in coordinating inside an agile product triad. I'm driven to connect with internal stakeholders and end users alike to build products that make a difference in actually solving problems. I recently took that work to the stage at Pax8 Beyond in front of thousands of users, and it reminded me why I got into this career.

Professional Experience

Pax8 • Denver, CO • April 2021 - Current

Senior Product Manager

- Own several concurrent product roadmaps across a platform serving 30,000+ organizations, focusing on shaping user behavior to directly impact MAU and marketplace sales.
- Lead cross-functional teams through product and software lifecycle, coordinating between technical and business stakeholders to deliver features that serve both end-user and business objectives.
- Launched Pax8's first in-house premium subscription, becoming the fastest growing product and driving millions in net revenue.
- Collaborate with sales and user experience research teams to analyze user behavior patterns and identify engagement opportunities.
- Conduct market research, discovery, and feasibility studies to validate products and feature requests.
- Founding member of the internal Agile Methodology council, guiding teams on sprint health, ways of working, and productivity.
- Own go-to-market strategy for global product launches, including timed rollouts across international markets and on-stage product representation at Pax8 Beyond, the company's annual partner conference.

ServingIntel • Denver, CO • December 2017 – April 2021

Senior Business Analyst / Product Manager

- Served as the primary bridge between engineering, sales, and clients, translating real-world problems into requirements developers could build and clients would actually use.
- Shaped product vision in direct collaboration with senior leadership, balancing near-term delivery with longer-term strategy.
- Owned client relationships from post-sale through installation, conducting on-site training and delivering feedback directly back into the product backlog.
- Managed scope of works and proposals for clients custom work requests, overseeing timelines from contract through execution.
- Became the internal expert for our platform's database architecture, authoring the queries and scripts that powered foundational features.

Relationship Manager

- Installed and configured on-site hardware for client deployments, including segmented network architecture for PCI DSS compliant payment processing environments.
- Managed client endpoints remotely using ConnectWise RMM, including device monitoring, software updates, and remote remediation across locations.
- Held PCI DSS certification during tenure, supporting secure payment processing infrastructure across client installations.

Core Competencies

- Revenue-Driven Prioritization | Product Analytics and Market Insight
- Go-to-Market Execution | Cross-functional Team Leadership | Stakeholder Alignment
- Sales Enablement and Partnership | User Research | Voice of Customer
- Data and Spec Driven Development | Product Lifecycle Management | Agile Methodologies
- Agentic SDLC | Financial Modeling and P&L Awareness
- Business Outcome Alignment | Competitive Analysis and Market Positioning
- Atlassian | ConnectWise | Github | LaunchDarkly | Pendo | Figma | Miro
- Honeycomb | Google Analytics | Marketo | LLM Enabled IDEs | SQL Syntax

References Upon Request