

Personal Bio

One-liner

Jordan Avery is a senior product manager who turns messy roadmaps into shipped outcomes.

Short (≈50 words)

Jordan Avery is a senior PM with 8 years in B2B SaaS. They've taken products from 0→1 to scale — halving onboarding drop-off to unlock ~\$140k ARR and lifting mobile NPS from 14 to 38. Jordan works from the customer's job to be done, not the feature list.

Long (≈150 words)

Jordan Avery is a senior product manager who builds products people actually adopt. Over eight years in B2B SaaS they've owned discovery-to-launch for products from pre-seed to scale: a signup redesign that lifted activation from 41% to 52%, a zero-downtime platform migration across three teams, and an experiment program shipping 24 tests a quarter at a 31% win rate.

Jordan's approach is unfashionably simple — start from the job the customer is hiring you for, find the one metric that matters, and ship the smallest thing that moves it. Roadmaps people believe; decisions backed by evidence, not the loudest voice.

Outside work, Jordan mentors first-time PMs and is a reliably over-confident five-a-side goalkeeper.