BEAU ROMERO

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Senior Product Manager | Product Builder

Product leader who shaped strategy and drove execution for LegalZoom's $100M LLC formation business, lifting conversion 13%, and grew a subscription business from zero to a $5M+ run rate in under three years. Coached PMs and established product definition and review practices. Combines customer research, experimentation, and cross-functional leadership with hands-on experience designing, building, and running software.

Core Expertise

Product Strategy & Systems Thinking	Zero-to-One Product Launches	AI Prototyping & Agentic Workflows
Roadmap Ownership & Prioritization	Product-Led Growth & Go-to-Market	Requirements & Agile Delivery
Influence Without Authority	Experimentation & Product Analytics	Monetization & Unit Economics
Customer Research & Discovery	Conversion, Onboarding, & Activation	Pricing & Packaging

Tools: Amplitude, Google Analytics, SQL, Figma, Claude Code, LLM APIs (Claude, OpenAI), MCP, Python, SwiftUI

Professional Experience

Independent, Austin, TX

Co-Founder, RGLR Collective (2019–Present) · **Founder, Identity Mad** (2024–Present)

- **Built Radar, an AI procurement intelligence tool that monitors 9+ public feeds**, extracts PDF data using the Claude API, and scores bids against a 17-point go/no-go model, eliminating $1,150 in outsourced costs per bid.
- **Advise LegalEASE, a two-sided legal plan marketplace with 22K+ attorneys and 13M members served,** on supply-side attorney onboarding and recruitment, competitive positioning, and member retention.
- **Shipped Unwind, an iOS and watchOS dog behavior tracker, to the App Store in six weeks**, and rebuilt and operate a Django subscription writing platform with 870 monthly active writers.

LegalZoom, Austin, TX

Legal technology company with a mission to unleash entrepreneurship. Became publicly traded in 2021.

Senior Product Manager (2021–2024)
Owned product strategy, OKRs, and acquisition roadmaps for direct-to-consumer small business experiences. Coached senior and junior PMs and established the product definition and review process adopted team-wide.

- **Drove growth for LegalZoom's $100M LLC formation business** and reorganized its three engineering teams around initiatives. Proposed and launched the A/B tests that moved the registered agent offer after checkout, lifting LLC conversion 13% (18% on mobile), and simplified the purchase flow, lifting gross order value 5%.
- **Rebuilt LegalZoom's post-purchase platform (My Account)** and migrated millions of customers off the legacy system within a year. Moved account creation into the purchase flow, raising new customer activation from 40% to 85%. Added guided onboarding tasks for new business owners integrating Wix, Bank of America, and LZ Tax, creating a new partner and subscription channel that contributed an estimated $3M+ in gross revenue.

- **Led LegalZoom's first Amplitude implementation**, designing the event taxonomy, shipping KPI dashboards with every release, and defining the instrumentation framework that became the company-wide standard.
- **Restarted a stalled migration of LegalZoom's LLC questionnaire** onto a new platform, writing the source-of-truth requirements and the state-by-state validation, testing, and release process that took rollouts from six months per state to one week and cut LLC problem orders 20% year over year.
- **Partnered with marketing to shift from paid to organic growth**, increasing non-brand SEO traffic 42% and article-to-purchase conversion 21% year over year. Launched SEO-optimized product pages and 50 state LLC landing pages, and led a self-serve content system that cut state page updates from two weeks to two hours.

Product Manager (2017–2021)
Led product initiatives that drove revenue growth, improved customer experiences, and delivered successful launches, empowering small business owners with essential tools for success.

- **Launched a multi-sided subscription service** connecting small business owners with a network of vetted business advocates, attorneys, and tax professionals. Owned the offer, pricing, and unit economics (CAC, LTV, cohort retention by term); grew from zero to a $5M+ run rate and 1,500 active subscribers in under three years, proving a relationship-based subscription model for LegalZoom. Led the 10-person cross-functional core team.
- **Reduced problem orders by 12% and turnaround time by three days (11%)** through fulfillment improvements, including automated name checks across 27 states. Managed and mentored a product management extern.
- **Increased legal plan consultation requests by 58%** by launching a new attorney-embedded business formation product, with 9% of customers opting for attorney access throughout the process.

Hewlett-Packard, Plano, TX
Fortune 10 multinational technology company. Split into HP Inc. (HP) and Hewlett Packard Enterprise (HPE) in 2015.

IT Product Manager, HPE (2014–2017) · **Technology Lead / Business Analyst, HP** (2010–2014)
Managed product roadmaps and lifecycles for five support applications reaching 100K+ daily impressions. Previously led initiatives to streamline end-to-end product creation and delivery within the Enterprise Services business unit.

- **Helped secure $60M in project funding** by building business cases, future-state product strategies, and executive narratives in collaboration with internal stakeholders and vendors.
- **Led design and delivery of a product lifecycle management platform** built on Salesforce Force.com, serving 2,400 internal users with $72M in projected annual benefits.
- **Built the data consolidation and reporting applications behind 30 commercial accounts** generating $1.7B in annual revenue, supporting initiatives associated with $500M in margin improvement.

Education & Certifications

- **Bachelor of Science, Computer Science** | University of Louisiana at Lafayette
- **Pragmatic Marketing Certified - Level VI** | Pragmatic Institute