

Robert Manz

Santa Clara, CA • (513) 253-3064 • manz.rob@gmail.com • linkedin.com/in/robmanz

SUMMARY

Product-minded operator and former venture analyst with a Northwestern Kellogg PM Certificate. Evaluated B2B SaaS products and founders, shaped company's positioning and ICP, and used AI to cut month-end close by 50%. Seeking a PM role where customer research and market analysis drive the roadmap.

PROFESSIONAL EXPERIENCE

Growth & Operations Lead | Wholesale Auto Gear, Cincinnati, OH January 2025 – September 2026

- Used AI tools to streamline QuickBooks bookkeeping and sales reporting, cutting month-end close time by 50%
- Launched the brand's social media and content strategy, generating 75% of inbound leads
- Built revenue forecasts, budgets, and capex models to plan inventory, equipment, and vehicle spend
- Ran monthly budget-vs-actual variance analysis in Excel with pivot tables to guide spending decisions
- Managed project tracking for logistics and delivery schedules across key wholesale accounts

Career Break | Family Caregiving April 2024 – December 2024

Investment Analyst | R1 Capital (formerly Rev1 Ventures), Columbus, OH September 2022 – March 2024

- Wrote and presented 3 investment memos that won \$2M+ in approved funding for B2B SaaS startups
- Worked directly with a portfolio founder to define positioning, ideal customer profile, and acquisition channels
- Ran diligence on 5 early-stage startups, assessing market size and adoption risk through customer research
- Built revenue forecasts and unit economics models (pricing, CAC, LTV) to test company plans
- Built 35+ investor and founder relationships across the Midwest, growing qualified deal flow by 20%
- Owned the investor database supporting follow-on fundraising, cutting outreach time by 30%

Venture Capital Intern | Refinery Ventures, Cincinnati, OH March 2022 – May 2022

- Evaluated early-stage B2B SaaS startups on product potential, traction, and founder fit for partner review

PROJECTS

Ladder | Career search CRM September 2026 – Present

- Built a job-search and networking CRM with open-source AI companion, integrated with Gmail, Google Calendar, Zoom, Granola, and WisprSync

LEADERSHIP

Founder & President | Bearcat Ventures, Cincinnati, OH August 2021 – April 2022

- Founded a student-led venture fund and raised \$1.2M to invest in University of Cincinnati alumni startups
- Designed a VC curriculum on strategy, sourcing, and diligence to prepare students for internships
- Partnered with regional VC firms to build intern pipelines and led UC's first team to a global VC competition

EDUCATION

Product Management Certificate | Northwestern University, Kellogg School of Management February 2025

BBA, Finance & Entrepreneurship | University of Cincinnati April 2022

- Magna Cum Laude
- 2022 Student Leader of the Year | 2022 Outstanding Student in Entrepreneurship

SKILLS & TOOLS

Product: Customer Research • Market Analysis • Go-to-Market Strategy • KPI Tracking • Unit Economics

Tools: Claude Code • Notion • Excel (Pivot Tables) • Google Sheets • PowerPoint • QuickBooks • SQL (currently learning)