

Steven W. Bedford

steven.w.bedford@pm.me - www.stevenbedford.com - linkedin.com/in/steven-bedford
(616) 644-3926 - Grand Rapids, MI

Product Manager who builds AI-powered tooling and fights for the user

SUMMARY

Technical Product Manager who designs and builds AI-powered product tooling in practice. Built and deployed a custom Mixpanel MCP server, parallelized agentic workflows with explicit context window management, and Python data pipelines with confidence scoring to turn raw customer feedback into structured, evidence-weighted product intelligence. Proven record building consumer PM practices from scratch and shipping safety-critical IoT products across app, firmware, and go-to-market. Deep technical roots in embedded systems and medical device development provide unique credibility with engineering teams.

RELEVANT EXPERIENCE

Gentex Corp, Technical Product Manager (12/23 - Present)

Product manager owning the customer-facing software for PLACE, Gentex's first B2C product—spanning mobile app, cloud backend, and go-to-market strategy. Operating with senior-level autonomy to grow the consumer PM practice for a product category new to the organization.

AI Tooling & Automation

- Designed and deployed custom MCP server wrapping Mixpanel's API, exposing 8 tools (event segmentation, retention analysis, funnel queries, event comparison, property exploration) with fuzzy event schema matching for natural-language analytics queries in Claude Code
- Architected agentic product intelligence system: Python data pipelines scraping 12+ subreddits with keyword filtering and confidence scoring auto-generate structured insight files; 286 insight files produced from 1,000+ Reddit threads
- Designed parallelized multi-agent slash commands for insight generation, PRD authoring, and slide deck export, with explicit context window management across sub-agents to maintain output quality
- Built structured prompting layer with evidence hierarchy (direct user feedback, community discussion, competitor data, market research) enabling defensible multi-source roadmap decisions
- Used the system to cross-reference survey results, Reddit threads, and 1,000+ competitor reviews and drive a roadmap pivot in an afternoon; previously a multi-day manual process

Product Strategy & Launch

- Introduced continuous improvement product strategy enabling rapid iteration on user feedback—a fundamental shift for an organization new to consumer products
- Identified and capitalized on market opportunity from major competitor's exit, securing product's first major tech press coverage in The Verge
- Quoted as product spokesperson discussing smart home integration roadmap
- Developed GTM strategy with analytical framework connecting star ratings to marketing efficiency and sales conversion, establishing product quality thresholds as prerequisites for scaling spend
- Translated strategy into quarterly outcomes framework with measurable KPIs—introducing outcome-based roadmap planning to the organization

User Research & Discovery

- Established continuous discovery practice with regular user interviews, in-app surveys, and usability testing to validate features before development
- Led redesign of device voice menu system based on user research findings

Process Innovation

- Championed Discovery Workshop and Double Diamond process for cross-functional feature definition—now adopted by 2 additional product lines

- Evolved requirements culture from waterfall to agile, enabling engineers to iterate based on real-world learnings

Cross-Functional Leadership

- Aligned 20-person cross-functional team spanning cloud, mobile, and embedded engineering with UI/UX designers and external partners
- Coordinated with marketing, legal, and corporate finance on go-to-market strategy, compliance requirements, and business case development
- Established product analytics infrastructure enabling data-driven decision making for the first time—now tracking 2,000+ users across device and app
- Initiated regular syncs with customer support to improve product knowledge and surface user issues

DornerWorks, Ltd – *Engineering consultancy where ambiguity was the norm—adapting to new clients, technologies, and domains while wearing multiple hats across firmware, hardware, and test*

Embedded Engineer III (03/23 – 09/23)

- Developed firmware for prosthetic medical device
- Redesigned traceability matrices to improve cross-team workflows
- Authored test protocols ensuring regulatory compliance and requirement coverage

Embedded Engineer II (05/19 – 03/23)

- Collaborated with customers and internal teams to define software requirements and verification plans for medical device projects
- Redesigned industrial tool user interface, improving usability and reducing operator errors
- Participated in cross-functional debugging efforts to resolve critical issues blocking product releases
- Migrated legacy system to FreeRTOS, improving real-time performance
- Led hardware circuit design and PCB layout for medical and consumer products

Embedded Engineer (05/15 – 05/19)

- Developed embedded firmware in C for regulated medical devices using Test Driven Development
- Designed event logging system enabling field diagnostics and regulatory traceability
- Built firmware drivers for peripherals including analog front ends, position sensors, and battery interfaces
- Led hardware circuit design and PCB layout for medical and consumer products
- Designed and built capacitive touch panel test fixture enabling automated testing

Electrical Engineering Co-op (05/13 – 12/14)

- Designed multi-layer high-speed PCB layouts
- Built internal tooling automating PCB design workflows and part number creation
- Enhanced Bill of Materials generator to support multiple design variants
- Created database review tool for verifying component symbols, footprints, and parametric data

Wellington Photography, June 2010 - Sep 2011

Founder & Owner

- Founded and operated portrait photography business end-to-end: sales, marketing, client acquisition, service delivery, and finances
- Built repeat customer base through relationship management and consistent quality
- Ran in-person sales sessions, directly converting client interest into revenue

EDUCATION

Grand Valley State University, 2011 - 2015

BSE, Electrical Engineering – Magna Cum Laude, GPA 3.87

University of Michigan, 2006 - 2010

BA, Screen Arts and Cultures – Screenwriting concentration

CERTIFICATIONS

Product School

Product Strategy Micro-Certification (05/24) | Product Roadmapping Micro-Certification (02/24)

SKILLS

Product: User Research, Continuous Discovery, PRD Development, Product Analytics, Agile/Scrum

AI/Technical: MCP Server Development, Multi-Agent Workflow Design, Prompt Engineering, Python (data pipelines, LLM integrations), C, Embedded Systems

Tools: JIRA Product Discovery, Mixpanel, Claude Code, Miro, Figma/Figjam

Research: User Interviews, Usability Testing, Survey Design, Focus Groups