

# David Steinbroner

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## SUMMARY

PM who ships. Took Fold from startup to Nasdaq listing by owning the messy middle: compliance deadlines with 2-engineer teams, cross-functional coordination where Legal, Engineering, and Banking all had veto power, and features that transformed a rewards app into a complete financial ecosystem. I build things for people, not users.

## EXPERIENCE

 **Fold** Remote · April 2021 - July 2025

### Product Operations and Strategy Specialist

- Handpicked by CEO to partner with GM of Credit on Bitcoin Rewards Credit Card strategy. Led product due diligence as a team of two: vendor evaluation, Visa negotiations, fee structure research, cardholder agreement development with Legal. Scoped implementation.
- Shipped crypto tax compliance 2.5 months early. Led vendor selection, became the SME on crypto tax law, coordinated 6 stakeholder groups with 2 engineers. Wrote all user docs, trained support. 90% adoption, 2% support ticket rate.
- Reduced banking partner approval timeline by 75% by establishing direct relationships and creating repeatable documentation templates. Unblocked multiple roadmap items.

### Product Manager

- Shipped the Bitcoin Flywheel: three interconnected features (Sell, Receive, Direct to Bitcoin) that transformed Fold from a rewards app into a complete financial ecosystem. 50% increase in trade volume, 40% adoption of auto-buy.
- Inherited Fold's most beloved feature - and its biggest financial liability. Evolved the "Spin Wheel" through 4 iterations over 18 months, turning unsustainable prize economics into a model that works at any bitcoin price up to \$1M.
- Built self-service admin tooling that eliminated engineering dependency for feature updates. Created sponsorship program generating six-figure revenue from a former cost center.
- Solo-shipped Notification Preference Center when engineering had no bandwidth: design, setup, backend integration, copy, and launch. 50% DAU adoption in first month.

### Community Manager → Growth Manager → Product Marketing Manager

- Rebuilt Fold's App Store presence from the ground up: competitor analysis, keyword optimization, updated screenshots, and a repeatable update template. Drove rating from 3.6 to 4.3 in six months.
- Set up attribution infrastructure (OneLink) across web, email, conventions, referrals, and campaigns giving Fold install-source tracking and campaign performance visibility for the first time.
- Built retention analytics in Power BI: defined engagement and active user metrics, mapped drop-off funnels, and identified lapsed user segments. Used those insights to run targeted re-engagement campaigns through Iterable.
- Led implementation of Iterable, giving Fold push notifications and in-app messaging for the first time. Worked with design on reusable components, managed the system ongoing.
- Drove GTM for rewards program restructure, launching to 100K+ users with segmented messaging by tier and lifecycle stage.
- Built Fold's Discord community from scratch - channels, roles, partner Q&As, and automated feedback loops into product. Created "Friends of Fold," a 40+ power user group for product feedback and QA.

 **Sensor Tower** Remote · September 2020 - April 2021

### Customer Success Specialist

- Onboarded enterprise clients on mobile app analytics platform. Identified adoption patterns that informed product priorities.

 **Mosaic** Oakland, CA | Remote · August 2016 - April 2020

### Business Process Analyst

- Served as primary point of contact for customers, mortgage companies, and lenders navigating how secured loans reported to the credit bureaus.

## SKILLS & TOOLS

### Product Management & Strategy

Roadmapping · PRDs · User Research · Go-to-Market · Stakeholder Coordination · Compliance Navigation · Metrics-Driven Prioritization

### Building & Shipping

Next.js · TypeScript · Tailwind · GitHub · Linear · JIRA · Claude · Cloudflare Pages · Figma

### Fintech & Domain

Bitcoin/Crypto · Rewards Systems · Tax Infrastructure · Banking Partner Relations · Regulatory Compliance

### Ops & Tooling

Zapier · Slack Workflows · Notion · Salesforce (Admin) · SQL (Basic) · Analytics Dashboards