

PETE CRAWFORD

SUMMARY

Accomplished principal product and program manager with a proven track record in architecting and delivering high-impact software solutions for startups and emerging teams. Expertly leads cross-functional groups to accelerate innovation, secure venture funding, and drive measurable growth across diverse domains, including B2B, DTC, AI, SaaS, EdTech, and more. Adept at translating complex requirements into scalable platforms and workflows, leveraging a blend of strategic vision and hands-on technical expertise. Holder of multiple patents, and a champion of excellence across product lifecycles, from ideation through go-to-market execution.

SKILLS

Product Management, Program Management, Project Management, Business Analysis, Product Design, UI/UX Design, FireStore, Next.js, Firebase, Stripe, Bubble.io, Data Analytics, Process Optimization, Program Lifecycle Management, Strategic Planning, Cross-Functional Leadership, Team Building, Operational Efficiency, Stakeholder Management, Problem Solving, Strategic Vision, Change Management, Decision-Making, Collaboration

PATENTS

-  **Systems And Methods For Providing A Digital Marketplace For Trusted Professional Services In Regulated Markets.**
<https://drive.google.com/file/d/1-CQB53m84AU4kDlvaPXCp43t5HO-h/view>
-  **A vaporizer pen for heating and vaporizing a liquid or oil extraction product**
<https://patents.google.com/patent/US10857316B2>
-  **Secure portable, on-demand, microfluidic mixing and dispensing device**
<https://patents.google.com/patent/US20200406205A1>
-  **Design patent - Blend device**
<https://patents.google.com/patent/USD873068S1>

Technical Product Manager & Business Advisor

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 [My Alloquy Portfolio](#)  SEATTLE, WA

EXPERIENCE



Principal Product Manager Alloquy

09/2025 - Present
Seattle, WA

An AI-native portfolio platform designed for professionals to transform their career achievements into an interactive, evidence-based narrative for recruiters and clients.

- Developed a full-stack, AI-powered application using Next.js, Firebase, and Genkit.
- Created a Genkit flow to chunk source docs, generate vector embeddings with Google models, and conduct similarity searches in Firestore. Delivered factual, context-aware AI answers for recruiter queries.
- Tooling: Next.js (App Router), React, TypeScript, Firebase (App Hosting, Firestore, Authentication), Genkit, Google Gemini, ShadCN UI, Tailwind CSS, Zod, Lucide Icons.

 alloquy.app/u/petecrawisme



Principal Product Manager & Business Advisor JAM Benefits

05/2025 - Present
Seattle, WA

A multi-tenant employee benefits platform leveraging a server-first architecture to streamline plan management and enrollment for small to mid-sized businesses.

- Developed a full-stack benefits platform with Next.js, Firebase, and Genkit. Delivered role-based dashboards, employee enrollment workflows, and an AI document analysis engine for data extraction.
- Engineered a dynamic AI Flow Management system, allowing non-technical users to manage AI prompts via the UI. Designed a scalable Firestore data model for multi-tenancy and complex relationships.
- Tooling: Next.js, React, TypeScript, Firebase (App Hosting, Firestore, Authentication), Genkit, Google Gemini, ShadCN UI, Tailwind CSS, Zod, Recharts, date-fns, pdfjs-dist, mammoth.

 jambenefits.co



Principal Product Manager VNCHR

04/2025 - Present
Seattle, WA

AI platform that de-risks entrepreneurship with personalized roadmaps and resource optimization.

- Developed a full-stack, AI-driven web app using Next.js, Firebase, and Genkit. Delivered 25+ features, including a workflow generator, co-pilot chatbot, and data tools.
- Built foundational tech stack and infrastructure. Engineered scalable Firestore database. Developed secure Firebase Functions for backend. Integrated Stripe system for tiered user subscriptions.
- Designed and implemented a responsive, component-based UI/UX with a complete, role-based admin console using ShadCN UI and Tailwind CSS, enabling dynamic, real-time management of all platform content, features, and AI configurations without requiring code deployments.

 vnchr.com



Principal Product Manager & Business Advisor Eduvero

11/2023 - 04/2025
Seattle, WA

EdTech platform designed to foster equitable outcomes for educators by leveraging AI to analyze rostering and assessment data.

- Defined product vision and roadmap, oversaw development, and launched an EdTech data analytics platform in <6 months; also developed over a dozen custom pilot program implementations.
- Led a team of 5 engineers/designers. Streamlined operations by establishing efficient workflows, managing a pre-seed budget, and developing brand image/messaging. Integrated platforms to stage company for growth.
- Tooling: 10Web, amCharts Javascript Libraries, Bubble.io, BugBug.io, Canva, Cloudflare, Figma, Google Cloud Platform, Google Apps Script, Intercom, Jira, Loom, Miro, Notion, Scribe, SendGrid, Slack, Trello, Twilio, UserBack, WordPress, and Xano.

 eduvero.com

VOLUNTEERING

Program Advisor

Founder Institute

08/2024 - Present

Seattle, WA

Building local startup ecosystem by fostering community, managing mentors, and forming partnerships. Mentored early-stage founders in 4-month accelerator, aiding their business growth.

EDUCATION

A.A.S. Computer Information Systems

Red Rocks College

EXPERIENCE



Founder/CEO - Head of Product

Cannecht

08/2020 - 01/2024

Bend, OR

SaaS B2B marketplace matching professional service providers with operators in regulated markets

- Spearheaded the design and product management of a SaaS B2B marketplace, successfully launching the platform as a Delaware C Corporation in February 2021 and raising over \$685,000 in funding.
- Drove significant user engagement and satisfaction, achieving a 20% weekly growth rate in user sign-ups post-Alpha, a 30% increase in CSAT through user testing, and a 25% reduction in user onboarding time through UX/UI enhancements.
- Tooling: Bubble.io, Twilio, SendGrid, Chargebee, Intercom, ContractBook, Airtable, Prefinery, FullStory, Canny, HubSpot, and over 20 custom APIs within Google Cloud Platform and AWS.

🔗 bit.ly/45keUrs



Director Professional Services

Flourish Software

10/2018 - 05/2020

Bend, OR

SaaS cannabis seed-to-sale tracking platform

- Led service delivery team and managed 12 professionals across service delivery, education, and support; oversaw 100+ enterprise implementations, reducing completion time from 30+ to <10 days.
- Played key role in product management using Angular, Go, NoSQL, and Looker technologies; led change management, contributed to roadmap, and integrated platforms such as Accelo, Edubrite, Intercom, Jira, Confluence, and Power BI, reducing time-to-contract by 60% and support ticket volume by 12x.

🔗 flourishsoftware.com



Director Of Supply Chain

Altopa / Oblend

10/2016 - 03/2018

Bend, OR

Microfluidic IoT device and scientific analysis platform company

- Spearheaded development of national supply chain operations, product management, and industrial design for a microfluidic IoT device and BLE mobile control application, resulting in multiple patents.
- Managed 125+ suppliers, negotiated contracts, and designed supply chain management systems while streamlining partner collaboration and workflow processes.

🔗 oblend.com



Technical Account Manager

Motagy

01/2016 - 10/2018

Bend, OR

Cannabis process consulting and technology design firm

- Experienced in tech design, deployment, compliance, process development, engineering, supply chain, and capital management in cannabis operations.
- Led reorganization projects, streamlining operations.
- Developed and implemented a SaaS commodities trading platform.
- Crafted business plans, pitch decks, process analyzes, and data-driven support for a wide range of clients.

🔗 bit.ly/3GWIQ57



Manager, Windows & Virtualization Team

Holland America Cruise Line

01/2013 - 03/2014

Seattle, WA

Cruise line company specializing in luxury travel

- Led a team of 15, overseeing product selection and desktop infrastructure deployments across 21 ships and shoreside data centers.
- Improved infrastructure efficiency by {25%}, transitioning to VMware/Veeam/AWS on Cisco Systems.
- Developed a virtualized desktop architecture to support corporate consolidation.

🔗 hollandamerica.com