Zac Coleman

Staff Product Manager | HCM, Payroll & Benefits | AI-Native Builder

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> **I de-risk product bets in regulated, integration-heavy domains: validate fast, kill what doesn't work, and scale what does.** 15+ years building software: at Intuit, my team scaled New Hire Onboarding to 75K+ companies with 3.3x engagement growth; at GoCo, I cut carrier implementation time 68%. I prototype and ship code, including a solo-built consumer app live on iOS and Android.

PROFESSIONAL EXPERIENCE

INTUIT • Mountain View, CA (Remote) • 2025 to Present

Financial technology platform behind TurboTax, QuickBooks, Credit Karma, and Mailchimp | Employees: 18K+

Staff Product Manager, 2026 to Present
Senior Product Manager, 2025 to 2026

Joined via the GoCo acquisition and promoted to Staff in 2026. PM in a product, engineering, and design triad leading a 7-person US and Brazil engineering and QA team that owns New Hire Onboarding and Document Management on QuickBooks HCM.

- Scaled New Hire Onboarding to 75K+ companies within 6 months of launch, growing 90-day engagement **3.3x** (6.6% to 21.6% of ~300K eligible companies); evolved it into an extensible platform with configurable workflow templates and partner integrations (Clair earned wage access, Credit Karma Money), and led a permissions migration that unblocked 3 feature teams.
- Owned Document Management from launch through post-GA, growing 90-day engagement **6x** over alpha to 10K+ companies; reserved 15% of team capacity for design feedback to hit every launch date, then used customer and account-manager signals to prioritize bulk upload, team folders, and migration tooling.
- Designed the coexistence model and data-driven migration strategy for GoCo documents in QuickBooks; aligned four platform teams on dependencies before build, launched alpha on time with 100% first-time task completion, and created the P0 process and PRD standard the integration team adopted.
- Leading a revenue experiment testing in-product upgrade paths from QuickBooks Core to Premium and Elite HCM tiers across marketing, platform, and product teams; authored the competitive analysis and PRD with tracking plan and success metrics.
- Ran HCM demos that converted the first beta-sourced referral into a paid Payroll Elite upgrade, displacing Paylocity at a national franchise brand.
- Shaping next-year HCM strategy around configurable and AI-assisted onboarding and documents, including MCP connectors that bring both products into ChatGPT, Claude, and Perplexity.
- Built an AI skill that drafts replies to Qualtrics customer feedback, saving ~10 minutes per reply; installed by **~124 Intuit employees**; personally used it on 273 replies (~45 hours saved). Co-designed an 8-week AI training series for Workforce Solutions PMs on Claude Code, MCPs, and skills.
- Cut prototype turnaround from ~2 weeks to under a day with Claude Code and Cursor: built ~30 prototypes, user-tested 7, and killed ~10 before engineering investment; also shipped 12 production UI and copy fixes live to ~300K eligible customers.

GOCO.IO, INC. (acquired by Intuit) • Houston, TX (Remote) • 2023 to 2025

HR and benefits administration platform for small businesses | Employees: 240

Senior Product Manager

Led two product pods spanning carrier connectivity, broker and agent experiences, and sales enablement.

- Cut carrier implementation time **68% (91 to 29 days)** with an in-platform workflow for carrier errors and discrepancies that replaced manual resolution; grew active coverage periods ~150% in one year.
- Launched a Fortune 500 insurer's broker benefits platform on its full committed scope by deferring payroll integrations and import tooling; supports ~2,500 brokers, 6,000 agents, 9,000 admins, and 1M+ annual enrollments.
- Reduced benefit policy setup from 20-30+ minutes to ~8 minutes per company by letting agents and coordinators copy policies and benefit settings across companies, saving a 2,100-account coordinator team ~25 hours a month.
- Built a guided product tour that lifted demo conversion 12 points (**32% vs. 20%**) in A/B testing, driving 7-12 closed deals and $14K-$35K in monthly ARR.

HOURLY, INC. • Palo Alto, CA (Remote) • 2022 to 2023

Mobile-first payroll and workers' compensation platform for hourly workforces | Employees: 60+

Senior Product Manager

Owned roadmap and delivery for payroll and workers' compensation products across web and mobile.

- Took over four Agile teams (two web, two native iOS/Android) mid-flight after the prior PM's departure; reset the backlog and aligned delivery with regulatory and national expansion goals alongside the CEO.

- Designed the Persona KYB and KYC integration in customer onboarding, gating proposals behind business and owner verification; cut **fraudulent payroll incidents to zero** in the months after launch with no meaningful drop in prospect sign-ups.

BEAM BENEFITS • Columbus, OH (Remote) • 2021 to 2022

Insurtech SaaS company providing AI-powered dental, vision, and life insurance solutions for employers and brokers | Employees: 200

Platform Product Manager

Owned product strategy from discovery through launch across platform and broker enrollment products.

- Led a centralized application platform built on a reusable design system, cutting development time **~20%** across product lines.
- Directed four engineering teams delivering core APIs, shared services, and infrastructure for cross-team feature development.
- Drove digital enrollment adoption across broker partners, reducing manual workload 25%.

ITX CORP • Rochester, NY (Remote) • 2017 to 2021

Product strategy and software development consultancy | Employees: 300

Senior Product Manager

Led product strategy for client engagements from discovery through launch at a product and software consultancy.

- Co-designed the product practice's hiring framework, candidate scoring model, and career paths.
- Led product strategy for a MassMutual direct-to-consumer insurance platform (14,000 new users and 500+ leads per month at launch) and a Corning R&D data collaboration platform.

XPO LOGISTICS • Charlotte, NC • 2015 to 2017

Freight transportation and logistics across LTL, truck brokerage, and last-mile delivery | Employees: 40K+

Senior Product Analyst

Drove competitive analysis, requirements, and roadmaps for freight and logistics software.

- Led a team of developers and QA engineers through Agile delivery for a $1B line of business.

PROJECTS

Ruckus | Solo Founder, Bits House LLC | joinruckus.com | May 2026 to Present

- Founded and solo-built a private family memory app pairing photos with voice-told stories; owned strategy, UX, engineering, brand, and GTM, cut V1 to the core loop, and shipped to both app stores in five months.
- Built on Flutter, Firebase, and Whisper with COPPA compliance; wrote a 31,000-word spec, merged 450+ PRs with Claude Code, cleared all 119 pre-launch audit findings, and launched freemium via RevenueCat.

Earlier Career: Product Manager • Verian • 2014 to 2015 | **Business QA Analyst** • Verian and Qualitech Solutions • 2008 to 2014

SKILLS

Product: Product strategy and roadmapping, prioritization frameworks (RICE), platform and API products, B2B SaaS, SMB products, experimentation and A/B testing, discovery and user research, product analytics, pricing and monetization, go-to-market

Leadership: PRDs and technical specs, OKRs and goal setting, Agile/Scrum, stakeholder management, executive communication, mentoring and PM coaching

Domain: Fintech, payroll and HCM, benefits administration, EDI and carrier connectivity, integrations and data migration, compliance

AI: Claude Code, Cursor, Codex, MCP servers and AI connectors, agentic workflows, n8n, prompt engineering, AI evals, RAG, LLM product design

Prototyping and Building: Claude Design, Lovable, Figma Make, Replit, Bolt, Flutter, Firebase, Supabase, React/Next.js, Python, REST APIs and webhooks, GitHub

Mobile: Xcode, Android Studio, App Store Connect, Google Play Console, TestFlight, Shorebird, app release management

Tools: SQL, Databricks, Amplitude, Mixpanel, PostHog, Pendo, Appcues, Tableau, Looker, Qualtrics, Sentry, RevenueCat, Figma, Jira, Linear, Confluence, Dragonboat, Aha!

EDUCATION

Associate of Arts • Central Piedmont Community College, Charlotte, NC

CERTIFICATIONS

Pragmatic Certified Product Manager • Pragmatic Institute (2015)