Ryan C. Bowlin

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Product manager who gets it right when being wrong is expensive. Twelve years shaping executive decisions, including $1B+ in new-business investments and a $300MM+ partnership, and now building AI systems that clear legal review the first time.

SKILLS LLM orchestration · MCP · AI evaluation · Claude & Claude Code · Python · SQL · Power BI · PRDs, BRDs & PR/FAQs · 0-to-1 product & GTM · pricing & elasticity modeling · client & stakeholder management · change management

EXPERIENCE

Amazon

Sunnyvale, CA · June 2020 – Present

Senior Product Manager *Jan 2025 – Present*

- **Built and run, with one engineer, an AI pipeline for customer-facing product fact sheets.** It's LLM-orchestrated and deterministic, so code computes every number from assured data and a fail-closed QA gate blocks bad output. All 28 sheets in 2026 cleared legal, PR, and GTM review with zero corrections.
- **Built continuous feedback loops into the evals that gate every release**, about two dozen automated checks on numbers, claims, translations, and final files. Early test runs produced wrong values, so every gap we find becomes a new check, and no errors have reached published materials.
- **Cut production time 51% and the budget by over 90%**, juggling stakeholder requests across 14 programs through the peak fall launch with no temp staff and no $110K-a-year design contract. Built it for 14 marketplaces and 32 locales, then launched in US English and Spanish first to prove quality.
- **Wrote the business case, requirements, and roadmap** for the AI platform and its follow-on products, starting from working prototypes and covering workflows, edge cases, and evaluation criteria. Grounded the plan in customer research and field input, winning SVP support through annual planning.
- **Built the sustainability story for Amazon Leo's enterprise and government sales.** Worked with designers on the deck used in 5+ major account pursuits and at AWS re:Invent, coached the sales team on buyer questions, and built the same for eero's carriers.

Product Manager, Finance (New Product Innovation) *Oct 2022 – Jan 2025*

- **Shaped $1B+ in new-business investment decisions** across 5 product lines and 15+ businesses, from indoor farming to an EV charging network to home energy management systems. With no playbook, worked out how each idea could become a business worth building; two reached CEO-level review.
- **Led a team of five, with one direct report, and governed a $300MM+ annual R&D budget** across hardware, software, operations, and go-to-market through annual and long-range planning.
- **My revenue-share structure was adopted in a $300MM+ co-development deal.** Owned the business model and cost structure, and re-ran the numbers through several rounds of redlines.

Senior Product Analyst, Finance *June 2020 – Oct 2022*

- **Shipped 3 consumer-electronics products with a ~20-person team** as finance and GTM partner to Build It, a CEO-sponsored test of how lean a hardware team can be. Co-defined the business, weighed features against customer needs, and built the demand and business models.
- **Saved $25MM+ in import duties** by moving final assembly from China to Vietnam ahead of regulatory change, a first for a new-device program at Amazon. Came in with no operations background.
- **Raised Halo Rise's launch price 15%** by leading the pricing analysis and getting SVP sign-off.
- **Co-wrote the PR/FAQ for Echo's custom silicon** (AZ3 and AZ3 Pro) and modeled which devices would use it, at what volumes and cost.

Heineken USA

White Plains, NY · Sept 2018 – June 2020

Senior Strategy Manager, Revenue Management *Sept 2018 – June 2020*

Advanced from Strategy Manager

- **Grew organic sales ~$30MM** by reworking pricing and promotions for Heineken, Dos Equis, and Tecate with distributors nationwide, reporting to the CFO.
- **Built and led Heineken USA's Revenue Management team from scratch**, with two direct reports, replacing sales-led deals that favored retailers and promo calendars copied from last year. We kept only the promotions that worked and rolled out the changes with sales and marketing.
- **Automated manual reporting** with Python and Power BI, freeing up one full-time role and building sales decks for the commercial teams.

Henkel

Stamford, CT · May 2015 – June 2018

Associate Manager, Revenue Management *May 2015 – June 2018*

Advanced through three roles: Sales/Category Development Analyst → FP&A Analyst → Associate Manager

- **Built the store-level model behind 300%+ Walmart revenue growth** on Dial's $0.93 everyday low price. Defended it when Walmart's buyer pushed back on volumes, aligned supply chain on the top stores, and the launch earned 7 endcaps for the year.
- **Drove $55MM in incremental profit across key retail accounts** with assortment, pricing, and promotion plans built on price-elasticity models. Replaced retailer-friendly, sales-led pricing and repeat promo calendars with unbiased analysis, then worked with sales and marketing to put the new plans in place.
- **Created Henkel Canada's Revenue Management team** with the Canadian GM and local Marketing VP, then oversaw adoption of its key pillars, guiding the business unit through strategic and organizational change.

Advantage Sales & Marketing

Bentonville, AR · Feb 2014 – May 2015

Category Manager *Feb 2014 – May 2015*

Advanced from Category Analyst

- **Supported about 15 CPG clients at once** with weekly reporting and Walmart and Sam's Club pitch decks aimed at growing their distribution.
- **Promoted to embedded analytics partner for Sargento and Church & Dwight**, turning Nielsen and store-level data into the recommendations they took to Walmart and Sam's Club buyers.

EDUCATION

American University, Kogod School of Business, MBA, Concentration: Data Analytics

Arkansas Tech University, BSBA, Concentration: Management & Marketing