

Jesse Russell
Senior Product Manager

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Product Manager with 10+ years building B2B SaaS and eCommerce products, from early-stage startup through two acquisitions to Principal Product Manager at Oracle NetSuite. I love prototyping my own ideas and can speak technically with engineers. I focus on outcomes over output; finding the problem worth solving, and shipping the smallest thing that proves it.

Experience

Software Engineer
Software Adventures
Hervey Bay, QLD
Aug 2024 - Present

- Deliberate move into hands-on engineering after a decade in product: design, build and ship native iOS and macOS apps end-to-end using SwiftUI, AWS Infrastructure, SceneKit, ARKit and more.
- Run discovery and design session directly with clients, translating loosely-defined business problems into scoped, shippable releases through iterative delivery.
- Built and shipped multiple consumer apps independently, owning the full product lifecycle; positioning, App Store Optimisation, analytics and iteration.

Principal Product Manager
Oracle
Melbourne, VIC
Dec 2023 - Aug 2024

- Retained as Principal PM following Oracle's acquisition of Next Technik, leading product direction for NetSuite Field Service Management.
- Coordinated road map and release planning across engineering, design and go-to-market teams in multiple regions, balancing enterprise customer commitments against platform strategy.
- Navigated the integration of a startup product into Oracle's processes - compliance, localisation and release governance - without stalling feature and maintenance delivery.

Senior Product Manager
Next Technik
Melbourne, VIC
Aug 2021 - Dec 2023

- Led Product for Next Service, a field service management application build natively on NetSuite, through its growth phase and into acquisition by Oracle.
- Owned the roadmap end-to-end: customer discovery, prioritisation, specification and release coordination across engineering, support and sales.
- Worked directly with enterprise field service customers to translate operational pain points like scheduling, mobile workflows, asset management, into shipped products.

Product Manager

Neto eCommerce

Brisbane, QLD

June 2015 - Aug 2021

- Drove improvements across Neto's core eCommerce solution(storefronts, orders, shipping) serving thousands of Australian retailers.
- Synthesised feature requests, support trends and market analysis into a prioritised roadmap, working day-to-day with engineering to ship iteratively.
- Awarded Employee of the Year (2018)

Skills

Product: Product Strategy, Discovery & Customer Research, Roadmapping & Prioritisation, B2B SaaS, eCommerce & ERP (NetSuite), Stakeholder Management, Go-To-Market

Technical: Swift, SwiftUI & UIKit, iOS & macOS Development, ARKit, SceneKit, HealthKit, Next.js, AI/LLM Product Design & Agentic Workflows, Analytics & A/B testing