

TIJS LIMBURG

tijs.limburg@gmail.com • 801-680-6369 • linkedin.com/in/tijs-limburg • tijs.pro

PROFESSIONAL SUMMARY

Technical Product Manager with 15+ years of software engineering experience, 3 years in engineering leadership, and 4 years in product leadership, specializing in B2B SaaS, CRM, OMS, QMS, and e-commerce platforms. Proven ability to drive the full product lifecycle — from customer discovery and Design Sprints to roadmap execution and launch — with over \$1.5B transacted through products delivered. Skilled at bridging technical and business stakeholders, implementing Agile/Scrum frameworks, and leading cross-functional teams to ship customer-focused products on time and on scope. Entrepreneurial mindset with hands-on experience co-founding an AI-augmented SaaS platform.

CORE COMPETENCIES

AI Product Management • LLM / Generative AI Integration • Product Strategy, Goal Setting & Roadmapping • Product-Led Growth (PLG) • Platform Thinking

Product Discovery & Journey Mapping • A/B Testing & Feature Experimentation • Design Sprints • Figma & Prototyping • Product Mindset

Agile / Scrum / SAFe & Sprint Planning • MoSCoW & Value vs. Impact Prioritization • B2B SaaS & E-Commerce • NPS / CSAT Metrics

CRM / OMS / QMS / ERP Platforms • CPQ & Order Management • Cross-Functional Stakeholder Management • User Stories & PRD Writing

Jira & Confluence • Domain-Driven Design (DDD) & Data Modeling • API Design & Integration • Team Leadership & Mentoring

PROFESSIONAL EXPERIENCE

Co-Founder

Nov 2024 – Present

Unhitch.io

- Led product discovery and conceptualization for the Unhitch.io self-directed divorce SaaS platform, driving the product vision from concept to launch in collaboration with founders and 3rd-party vendors.
- Designed and executed a beta user acquisition strategy; synthesized user feedback to architect an AI-augmented feature (LLM / Generative AI integration) through applied AI Product Management practice that measurably reduced key user pain points and increased user satisfaction.
- Collaborated across marketing site design, business development strategy, and system configuration to bring the founder's product vision to life.

Software Development Product Manager

Aug 2022 – Present

3form

- Led Product Discovery & Customer Journey Mapping efforts and instituted a modified Design Sprint process, partnering with users, stakeholders, designers, and developers to deliver products across CRM, QMS, OMS, PDMA, and ERP integration platforms — contributing to over \$1.5B in transacted value to date.
- Spearheaded the design and launch of key strategic initiatives: Customer Portal, Track My Order, and a CPQ (Configure, Price, Quote) tool — improving user satisfaction, operational transparency, and order management efficiency across the business.
- Transformed Agile/Scrum performance by redesigning Jira workflows and deploying Confluence as the company's primary collaboration and documentation hub; pioneered adoption of the Jira Product Discovery platform company-wide.
- Drove stakeholder alignment across business units through roadmap planning, sprint ceremonies, quarterly release planning sessions, and executive presentations.
- Inspired and supported the development of the 3form Product AI tool — a company-specific AI harness built with a 3rd-party vendor using RAG (Retrieval-Augmented Generation) and Knowledge Graph data sources to answer product and business questions; extended the tool's knowledge base by implementing AI-generated code documentation to surface embedded business rules from internal applications.
- Pioneered an AI-augmented product workflow by leveraging Jira RoVo Agents, Fathom, and Abacus.ai to automate the creation and maintenance of stakeholder updates, release notes, User Stories, Acceptance Criteria, PRDs, and meeting notes — shifting my focus to reviewing, editing, and approving AI-generated documentation while reclaiming time for strategic roadmap thinking. 8 hrs/week saved
- Initiated and assembled a cross-functional AI team (1–2 representatives from 4 departments) to coordinate and facilitate AI adoption and usage across the company, establishing 3form as an AI-forward organization.
- Managed 3rd-party ERP consultants and developers — including Visual South (ERP consultancy) — overseeing 3 EDI system integrations: Casterline Consulting (deployed), and two Unilink EDI integrations in progress, including a legacy system migration to a new platform.

- Established and led a cross-functional ERP Steering Committee (1-2 representatives from 6 departments) to coordinate current and future ERP needs, align priorities across business units, and govern ERP roadmap decisions.

Software Development Lead

Aug 2021 – Aug 2022

3form

- Led strategy, timelines, and technical design for all software development initiatives, collaborating with the IT Director and cross-functional stakeholders to ensure on-time, on-scope delivery.
- Delivered business-critical products including RFQ Revamp, CPQ tool, and Track My Order, improving quoting efficiency and order visibility for internal and external users.
- Implemented Agile concepts at the design level, running quarterly Release Planning and bi-weekly Sprint Planning sessions that boosted team productivity, transparency, and predictability.
- Co-produced the monthly Knowledge Bytes podcast, growing cross-team technical knowledge and engagement among listeners.

Web Development Team Lead

Aug 2019 – Aug 2021

3form

- Led a team of developers building strategic software applications, managing stakeholder requirements gathering, scoping, and project timelines.
- Architected and implemented features using Domain-Driven Design (DDD) and Data Modeling principles; mentored new developers in best practices, coding standards, and system design.
- Delivered strategic platform initiatives including 3form Visual API, CPQ tool, and Sampling-to-Visual Integration — reducing order processing time and increasing platform reliability and uptime.

Software Developer

Jun 2009 – Aug 2019

3form

- Designed, developed, tested, and maintained the 3form ICE Software in close collaboration with stakeholders, users, and 3rd-party developers — continuously expanding CPQ capabilities and platform reliability.
- Conceptualized, developed, and championed company-wide adoption of core software platforms now integral to the 3form tech stack: PDMA API, Glass Door Configurator, Smart SKU System, LID System, Sampling-to-Visual Integration, and GraphQL implementation.

International IT Project Manager

Jul 2008 – Jun 2009

3form

- Oversaw web and software projects for 3form's Asia, South America, and Oceania regional subsidiaries, ensuring timely and on-budget delivery across multiple concurrent projects.

EDUCATION

University of Utah – David Eccles School of Business — Completed Coursework in Management Information Systems

LinkedIn Learning — Software Product Management | 2021–Present

Treehouse — Software Development | 2013–2015

Udacity / SJSU (Joint Program) — Computer Science | 2012

University of Illinois Urbana-Champaign (O'Reilly Partnership) — Computer Science | 2010–2011

TECHNICAL SKILLS

Languages & Frameworks: Ruby / Rails, Java, PHP, Python, SQL, REST API, GraphQL

Databases: MySQL, MSSQL, PostgreSQL

Analytics & Insights: Power BI, Google Analytics, Mouseflow, Clarity, NPS / CSAT

Tools & Platforms: Jira, Jira Product Discovery, Confluence, Figma, Git, VS Code, TablePlus

Methodologies: Agile / Scrum, SAFe (Scaled Agile Framework), Domain-Driven Design (DDD), Design Sprints, Data Modeling, Process Flow & Workflow Isolation

AI & Emerging Tech: AI Product Management, LLM / Generative AI Integration