PAUL DAVIDSON

Product Leader & Engineer | Strategic Planner and User-Obsessed
Austin, TX (open to relocation) | linkedin.com/in/paulwdavidson/ | PaulsForge.com

SUMMARY

Technical product leader with 18 years of experience driving complex, high-stakes initiatives from ambiguous start to full organizational adoptio.by defining the strategy, building the plan and team, coordinating contributors across organizations, and synthesizing complex outputs into decisions leadership can act on quickly. Has repeatedly built new functions and products from zero with no existing playbook. Most recently managed Expedia Group's internal experimentation platform, the infrastructure all product and ML changes flow through before rollout. Designed safety and guardrail systems to catch harm before it propagates, defined strategy for cross-test intelligence tools to detect unexpected effects across 500+ concurrent experiments, and built a culture of rigorous, defensible decision-making across a politically distributed org. Background spans electrical engineering and transmission grid design through platform PM for real-time decision systems, with engineering depth in safety-critical infrastructure. Fluent with modern AI tools and agentic workflows; actively building depth in AI safety research.

SKILLS

Leadership & Execution: End-to-end ownership of ambiguous initiatives, building functions and teams from scratch, leading without formal authority, cross-functional coordination across distributed orgs, intake and prioritization, stakeholder alignment in politically complex environments, clear written communication tailored to different audiences

Evaluation & Decision Support: Experiment design and analysis, rollout/rollback decision systems, safety monitoring and guardrail design, detection of unintended effects across concurrent changes, metric definition and governance, causal inference fundamentals, statistical analysis

Technical: Real-time systems and operational data platforms, statistical analysis and causal inference, complex systems architecture, A/B and multivariate testing, metric instrumentation and governance, ML model rollout enablement, LLM-generated insights

Domain: Online experimentation platforms and A/B testing infrastructure, safety-critical engineering, power systems and energy grid infrastructure, decision-support systems for domain experts

AI and Tools: Claude, Claude Code, NotebookLM, Glean; JIRA, Confluence, Miro, Figma, Azure DevOps

EXPERIENCE

Senior Product Manager, Experimentation Platform | Expedia Group | Austin, TX | October 2022 - January 2026

Led product strategy and roadmap for Expedia Group's internal A/B testing and experimentation platform, a critical infrastructure serving engineers, product managers, and data scientists across the entire organization. Built the product function from early definition through full enterprise adoption across a constantly evolving, politically complex, distributed org. Grew concurrent test volume past 500 and doubled annual experiment volume two years running.

- Built real-time circuit-breaker safety monitoring and guardrail systems covering 20+ business KPIs, and automated rollout/rollback recommendations for 80% of experiments; shifting the team's success metric from features delivered to loss prevented.
- Defined strategy for cross-test Impact Discovery: detecting which of 500+ concurrent experiments was driving unexpected degradation in a key metric, cutting investigation time from up to two weeks toward a 15-minute target.
- Redesigned the analysis experience so non-expert users could act on complex results with confidence, improving time-to-decision from weeks to under 7 days for nearly 40% of experiments (up from 11%).

- Designed and led 3 cross-functional offsites with ~15 stakeholders to map user challenges to a 12-month roadmap; created the team's first centralized intake and prioritization model, effectively directing two other PMs and a summer intern without formal management authority.
- Synthesized complex technical and stakeholder inputs into concise, decision-relevant artifacts (strategy docs, roadmaps, problem statements); defined metric governance to turn loose conventions into enforceable definitions used across the org.
- Championed AI tooling on the team: used LLMs daily to ramp on new domains and mentored a teammate who became a leading org advocate for AI-augmented product work.

Senior Product Owner (Product Manager), Chat | National Instruments (NI) | Austin, TX | June 2020 – September 2022

Led a 4-person team to design and build chat products for ni.com.

- Built ni.com's first chat products from zero to launch in six weeks, serving four distinct bot experiences; drove $10M in online bookings and $8M in sales pipeline within 30 days of first interactions.
- Deflected 10–20% of potential support case volume through in-product solutions, reducing operational load without additional headcount.
- Built a new team while standing up product, delivery, and agent-staffing processes for a net-new capability with no playbook; coordinated across sales, marketing, support, and engineering, including an external contractor for content and agent-training work.

Earlier NI Roles | National Instruments (NI) | Austin, TX | January 2011 - May 2020

Progression over nine years from applications engineer through senior product management: online documentation PM (AEM portal redesign, 1,500-page migration, new SaaS platform procurement), support content strategy (6,000-page content audit, governance build, Salesforce Service Cloud migration and KCS adoption), and product support engineering for audio/video test hardware. Built an early content scoring and operational tooling system to turn structured data into data-driven editorial decisions.

Associate Engineer, Transmission Protection & Control Design | Santee Cooper Power | Moncks Corner, SC | June 2008 - January 2011

Served on a four-engineer transmission Protection & Control team for a publicly-owned utility delivering power across coastal South Carolina to large industrial and data-center loads.

- Designed protection and control systems for transmission-level substations (69–230kV) end-to-end: requirements gathering, field verification, engineering design, PE-stamped drawings, vendor procurement, and installation validation.
- Delivered protection and control designs consumed directly by real-time grid management and dispatch teams, gaining working understanding of how upstream protection decisions propagate through grid event response, load balancing, and operational recovery.
- Built Excel/VBA automation bridging SCADA configuration design files and field deployment software, eliminating up to a week of manual, error-prone data entry per project and deployed across 30+ substation designs.

EDUCATION

BlueDoct Impact, AGI Strategy, Online | July 2026
BlueDoct Impact, Technical AI Safety, Online | August 2026 (In Progress)

Product Management: UT Austin McCombs School of Business, Austin, TX | 2022

BSEE, Electrical Engineering: Clemson University, Clemson, SC | 2003-2007