Daniel Tull

Product Manager | danieljm.tull@gmail.com | 604 355 2899 | linkedin.com/in/daniel-tull | Abbotsford, BC

Summary

Product Manager with 8+ years in B2B SaaS. Joined SiteDocs as its first support hire at $7M ARR and grew into sole PM owning strategy, roadmap, and discovery for 4 engineering pods, as ARR scaled toward $105M and through a $1B+ acquisition by Bluebeam. Most recently building MVP for an AI-first scheduling tools for manufacturing wood shops at Manufast AI.

Professional Experience

Founding Product & GTM Lead

Manufast AI, Jun 2026 to Oct 2026

- Led problem discovery with manufacturing wood shop owners and production operators to validate AI-first scheduler and work order tracking tool
- Owned product management, sales, customer support, and go-to-market strategy as a founding team member

Product Manager

SiteDocs, Abbotsford, BC, Feb 2025 to June 2026

- Led 4 cross-functional microservice agile pods (team of 24) to ship initiatives that contributed to 20%+ YoY ARR growth
- Shipped a new form builder with conditional logic, protecting $1.5M in at risk renewals
- Opened new markets by launching Canadian and Australian data centres for data residency and government customers, letting sales reopen about $5M in lost deals
- Built multi-language infrastructure and launched French and Spanish, opening Quebec and laying the groundwork for expansion into new markets like Europe
- Defined a 5 feature AI roadmap and launched an AI Form Builder (beta) that converts uploaded PDF forms into digital forms

Product Owner

SiteDocs, Abbotsford, BC, Nov 2023 to Feb 2025

- Owned trade-off decisions and release planning with the CPO, taking features such as equipment management from concept to launch across engineering, design, QA and go-to-market
- Ran agile pod ceremonies (daily standups, backlog planning and retrospectives) to reduce blockers and improve team throughput, while mentoring a new Business Analyst
- Delivered revenue focused features that supported SiteDocs' exit from private equity to its $1B+ acquisition by Bluebeam

Business Analyst

SiteDocs, Abbotsford, BC, Jan 2021 to Nov 2023

- First official Business Analyst at SiteDocs, establishing the role from scratch, including requirements standards and how BA work fed into Engineering and CPO feature delivery, while working as a junior PM during rapid growth with limited resources
- Served as the cross-system troubleshooting lead for complex customer issues, investigating Azure resources, application logs, and event databases to diagnose root causes across microservices to speed up bug fixes for the right engineering owners

Technical Analytics Specialist

SiteDocs, Abbotsford, BC, Jul 2019 to Dec 2021

- One of the first specialists to launch SiteDocs' first add-on product, selling it to 50+ existing customers ($40k ARR) through technical discovery and POCs on each customer's own data, which laid the foundation for a 10+ person team
- Worked directly in the database to keep customers' safety data accurate, helping safety managers build KPIs and dashboards they could act on to make their programs safer

Customer Success Manager

SiteDocs, Abbotsford, BC, Feb 2019 to Jul 2019

- Managed customer onboarding, adoption, and renewals, and drove expansion through strong product understanding and relationship building resulting in 100%+ NRR monthly
- Acted as the voice of the customer, spotting patterns in customer pain points and feature gaps and bringing them to the Dev team to inform product improvements

Support Specialist

SiteDocs, Abbotsford, BC, Oct 2018 to Feb 2019

- First Support Specialist hired, helping define processes, workflows, and best practices that scaled into a 20+ person team
- Diagnosed complex customer issues helping identify and fix recurring problems, building a deep understanding of product behavior and edge cases

Sales Executive

Ledcor, Vancouver, BC, May 2018 to Oct 2018

- Ran the full sales cycle for Telus fibre-optic solutions, from prospecting and demos to close, building the commercial instincts I bring to product

Skills

Product: Product Vision & Strategy | Roadmap & Prioritization | Customer Discovery & User Research | Business Cases & ROI Trade-offs | Go-To-Market & Launch | KPIs & Product Analytics | AI Product Strategy | Cross-Functional & Executive Alignment

Domains: B2B SaaS | Construction/AEC | Manufacturing (MRP/ERP) | Safety & Compliance | SMB & Enterprise | Startups & Scale-ups

Tools: Jira, Pendo, Sisense, Salesforce, Azure, Claude, Lovable, Make.com/No-Code Integrations, APIs & Microservices

Education

Bachelor of Leadership and Business (BA)**, Columbia Bible College, Abbotsford, BC, Sep 2013 to Apr 2018**

Carpentry Level 1, **North Delta Secondary School (Trades Program), Dec 2010**