

Bentonville, AR
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Toma Tomonari

CAREER PROFILE

Product Manager with 4 years of expertise in API and platform product strategy, scalable system integration, and cross-functional stakeholder influence in B2B SaaS.

Core competencies include: *Product Strategy & Vision, Roadmap Development, Cross-Functional Collaboration, Stakeholder Management, Platform Integration & Adoption, API Architecture, AI Integration, Go-to-Market Strategy, UX/UI Design, Customer Discovery, Data-Driven Feature Prioritization, Product Launch, Rapid Prototyping, Hypothesis Testing*

EXPERIENCE

Program Manager, McMillon Innovation Studio — Fayetteville, AR

July 2025 - Present

- Managed 18 cross-functional student teams through semester-long design thinking projects with enterprise partners including Walmart and Sam's Club, doubling program engagement to 150 applicants
- Designed and launched design thinking and AI product development workshops for 80+ undergraduate students, shifting project outcomes from pitch decks to working products

Product Manager, Ox — Bentonville, AR

January 2022 - March 2025

- Led a year-long API platform rebuild from plan to deploy by partnering with the engineering team and CTO, reducing integration time (6 months to 90 days) across multiple product use cases and integrations
- Championed platform investment over individual feature requests by communicating technical trade-offs to non-technical business stakeholders, securing org-wide buy-in for scalable product development
- Owned the product roadmap by turning ideas and user feedback into product vision and requirements, achieving alignment on org-wide product strategy
- Drove customer integration by conducting continuous discovery with external stakeholders and translating customer insights into actionable requirements, achieving on-time customer launches
- Leveraged Grafana observability dashboards and custom alerts to reduce response and resolution time for critical issues and ensure engineering resources focused on high-impact features
- Spearheaded the development of 0-to-1 operational visibility dashboard by identifying unmet needs of customers, achieving 70+ NPS score and delivering client self-serve management

Product Management Intern (January - May 2022)

- Delivered feature recommendations to CEO and CPO by gathering user insights and pain points through customer discovery, resulting in promotion to Product Manager

Product Manager, Bento — *Fayetteville, AR*

Aug 2021 - May 2022

- Validated product-market fit by conducting customer discovery with 130+ users and restaurant owners, identifying unmet pain points, which defined product and Go-to-Market strategy
- Built and shipped a working MVP end-to-end by designing UX/UI and collaborating with engineering co-founder through rapid prototyping cycles, delivering a functional product used in live customer demo
- Pitched product vision and go-to-market strategy at Arkansas Governor's Cup, winning 2nd place (\$10,000)

Data Science Intern, Procter & Gamble — *Singapore & Japan (Remote)*

May 2021 - July 2021

- Analyzed 500K+ customer reviews using NLP and regression models (IBM Watson, SQL) to identify key product success factors, presenting findings and competitive analysis to 120+ stakeholders

EDUCATION

University of Arkansas, Fayetteville, AR

Master's Degree - Product Innovation (Expected Aug 2026)

Bachelor's Degree - Computer Science (2022)

Awards/Certifications

Design Thinker Certificate, Stanford d.school, September 2025

SKILLS

REST APIs, API Architecture, Grafana, Observability Monitoring, Google Cloud Platform (GCP), SQL, Python, Data Analytics, Power BI, NLP, Machine Learning, LLMs, Prompt Engineering, AI Coding Tools (Claude Code, Codex, Gemini, Cursor), Open Source Software, OpenClaw, Agile, Scrum, Sprint Ceremonies, Roadmap Tools (Jira, Product Roadmap), User Story Writing, PRDs, Customer Discovery, Journey Mapping, Affinity Mapping, Wireframing, Prototyping, Next.js, Vercel, Supabase, Git, GitHub, UX/UI Design Tools (Figma, Pencil), Notion AI, Design Thinking