

AL ROMERO

SENIOR PRODUCT MANAGER | PRODUCT & INNOVATION | 0→1 SAAS | AI-ENABLED WORKFLOWS

Philadelphia region | al@meetwithal.com | [LinkedIn](#) | meetwithal.com

Senior product leader with 6+ years owning strategy, roadmaps, requirements, delivery, customer discovery, analytics, and commercialization for workflow-driven SaaS products across identity, access, compliance, and real-estate technology.

Inventor: 2 issued U.S. patents + 1 pending application spanning identity, secure access, geolocation, and workflow systems.

PROFESSIONAL EXPERIENCE

Boxlty Access Systems, Inc. (InstaShow+ / IDLockSmart) | York, PA

Product Lead, Product & Innovation (Executive Vice President) | Jul 2020–Oct 2026

Led end-to-end product management for multiple workflow-driven SaaS products spanning identity verification, secure access, compliance, and property-showing operations.

- **Reduced identity-verification failure rates from ~28% to ~3%** by identifying friction in the SDK-based experience and leading the shift to an API workflow.
- **Cut verification completion time from up to 4.5 minutes to under 1 minute** while supporting 15,000+ identity verifications and improving completion reliability.
- **Reduced human-managed support tickets by approximately 70% within 30 days** by launching an AI-enabled Zendesk support bot and interactive self-service knowledge base.
- **Owned product strategy, roadmap, and backlog** across multiple products, translating customer discovery, pilot feedback, analytics, competitive intelligence, and business goals into themes, epics, user stories, acceptance criteria, and release priorities.
- **Designed rules-based identity decisioning** covering ID capture, facial matching, liveness, approval/denial logic, manual-review triggers, and secondary biometric access verification.
- **Defined product metrics and pilot success criteria** across adoption, usage, completion reliability, user friction, support demand, and customer feedback, using pilot results and interviews to prioritize product improvements and reduce learning barriers.
- **Led cross-functional product delivery** across engineering, QA, test automation, knowledge base, and support technology, partnering with a CTO and engineering teams of 12–18.
- **Connected product to commercialization** through pricing research, business cases, cost-savings analyses, product demonstrations, executive presentations, customer segmentation, and strategic partner discussions.

Key Results: 15,000+ identity verifications | 28% → 3% verification failures | <1-minute completion | ~70% support reduction | 13,400 registered users

PRODUCT CAPABILITIES

Product Management: Product strategy | Roadmaps | Product lifecycle | Agile delivery | Backlog management | Themes, epics & user stories | Acceptance criteria | Technical debt

Discovery & Analytics: Customer interviews | User research | Product analytics | KPIs | Competitive analysis | Pilot design | Experimentation | Adoption & usage signals

Technical & Workflow: API integrations | Identity verification | Rules-based decisioning | Data privacy | Compliance-by-design | AI-enabled support | Workflow architecture

ADDITIONAL EXPERIENCE

Green City Realty / ARK Property Management | York, PA

Managing Broker - Limited-Scope Broker of Record (Contract) | Jul 2016–Present

Limited-scope broker-of-record role providing operator context for real-estate products and regulated workflows.

- **Managed operations involving 320+ properties**, including portfolio transitions, vendor networks, stakeholder requirements, and 30+ property renovations.
- **Bring deep domain context to product decisions** from 800+ closed transactions, 500+ property inspections, mortgage lending and loan processing, title-company ownership, valuation, leasing, property management, compliance, and investor workflows.
- **Prepare investment and valuation analyses** using cash flow, cash-on-cash return, capitalization rates, and broker price opinions under a Pennsylvania broker license.

American Financial Network Inc. | York, PA

Mortgage Digital Business Relationship Manager | Jan 2014–Jun 2015

Worked at the intersection of mortgage operations, partner growth, digital adoption, and customer experience.

- **Supported mortgage workflow adoption and growth** across loan officers, agents, referral partners, applications, regulated documentation, loan-origination technology, and compliance workflows.
- **Delivered product and application training** supporting adoption, partner experience, and branch growth.

Google | Central Pennsylvania

Google OS and Business Applications Specialist | Jul 2012–Jul 2014

Supported education and workforce customers during the early national rollout of ChromeOS.

- **Drove onboarding and field adoption** through technical training, product demonstrations, implementation support, and issue escalation.
- **Communicated recurring product signals** including adoption barriers, product issues, customer outcomes, and emerging field needs to internal stakeholders.

TOOLS & CREDENTIALS

Product & Collaboration: Jira | Confluence | Figma | Postman | API specifications | Test automation | Agile/Scrum | Interactive knowledge bases | Miro

Data & Platforms: Supabase | AWS IAM | Database schemas | Google Analytics | Amplitude | Zendesk

AI & Applied Product: Claude Code | Codex | AI-assisted prototyping | LLM workflow applications | workflow automation | human-in-the-loop decisioning | AI-enabled support systems

EDUCATION, CREDENTIALS & INNOVATION

Education: Polley Real Estate Institute - Real Estate Management Studies, 2012–2014

License: Pennsylvania Real Estate Broker - Pennsylvania Real Estate Commission, issued Jun 2015

Certification: Professional Scrum Product Owner I (PSPO I)

INNOVATION & INTELLECTUAL PROPERTY

First-named inventor on two issued U.S. patents and one pending patent application covering secure access, biometric property-showing, geolocation, and identity-enabled workflows.

- **U.S. Patent 10,176,652** - Real-estate property-showing systems.
- **U.S. Patent 10,922,909** - Secure-enclosure and access systems.
- **U.S. Patent Application 18/958,940** - Geolocation-based mobile lock systems, pending.