

Michaela Kotarba

Product Manager with a software engineering background, specializing in self-serve growth and building toward consumer wellness tech.

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PROFESSIONAL EXPERIENCE

Product Manager, Platform & Developer Experience

Bandwidth, Inc. | Jan. 2025-Present

- Owned end-to-end strategy for Bandwidth Build, a self-serve consumer platform, from beta through GA, winning 350+ organic signups in 90 days post-launch with zero marketing spend
- Validated pricing, onboarding, and activation decisions through a phased beta-to-GA rollout ahead of general release, converting 8% of self-serve trial users to paying customers and surfacing 25 additional qualified sales leads (~\$75K/month pipeline)
- Redesigned onboarding and billing UX to cut time-to-value from a 2-month enterprise sales cycle to a 5-minute self-serve signup
- Partnered with Data Engineering to unify revenue, usage, and signup data across four systems into a single Snowflake → Sigma pipeline, establishing KPI reporting for a net-new product line
- Designed and launched an MCP server and CLI enabling AI agents to interact with Bandwidth APIs, positioning the platform for AI-driven discovery and agentic workflows
- Directed developer education for a 250-engineer org and external customers, including workshops and webinars on AI integrations and API design

Software Engineer, Voice

Bandwidth, Inc. | July 2021 - Jan. 2025

- Architected international expansion of the outbound voice network, scaling to 44 countries
- Implemented origin-based call routing to optimize network path selection, cutting infrastructure costs by \$2M annually
- Promoted to Software Engineer II (Feb. 2024); nominated for the “Firefighter” award for leadership during critical incidents
- Mentored a distributed team of 4 engineers on technical objectives, debugging, and code review

EDUCATION

Bachelor of Science, Cognitive Computer Science

Duke University | Aug. 2018 - May 2022

Publications & Research

- Co-author of 2 peer-reviewed publications on vaccine adoption and wellness behavior
- Conducted research on consumer health decisions and yoga as a behavioral intervention
- Co-hosted *What is Yoga?*, a 3-day virtual conference on yoga's origins and ethical practice

SKILLS & INTERESTS

Languages: Java, Python, JavaScript, SQL

Developer Platforms and Tools: AWS, REST APIs, Kong, Datadog, Snowflake, Sigma, Pendo

Mentorship: Alumni Coach for DTech, mentoring undergraduate women in computer science

Wellness: Registered Yoga Teacher (RYT-200); background in Vinyasa and dance