

David Livingston

Product Manager | Construction SaaS | Workflow, Platform & Mobile Experiences

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PROFESSIONAL SUMMARY

Product Manager with a progression from construction software domain expert to PM ownership across Specifications, Plans/Blueprints, mobile webview workflows, approval/signature experiences, and platform integrations. Known for translating field workflow complexity into product strategy, challenging assumptions that create customer friction, and partnering across engineering, design, legal, customer success, go-to-market, and data to ship practical, scalable solutions.

CORE SKILLS

Product Strategy: Discovery, roadmap shaping, product bets, opportunity framing

SaaS Workflows: Construction financial workflows, plans, specifications, approvals

Platform & SDK Work: Nutrient SDK, file viewing, signature workflows, webviews

Cross-Functional Leadership: Design, engineering, legal, CS, GTM, data, stakeholders

Customer & Data Insight: Customer interviews, analytics, friction analysis, adoption metrics

Commercial Strategy: Upsell revenue, paid training, enablement, acquisition integration

PROFESSIONAL EXPERIENCE

Buildertrend - Omaha, NE **Product Manager | Feb 2026 - Present**

- Own product strategy, discovery, and delivery across two product teams focused on Specifications and Blueprints/Plans experiences within Buildertrend's construction project management platform.
- Lead cross-functional teams across design, engineering, data, customer success, and go-to-market to define product bets, validate customer problems, and deliver workflow improvements.
- Advanced Specifications from foundational creation and consumption into a more connected platform experience by creating an association layer that enables relevant specifications to be surfaced and consumed within adjacent Buildertrend workflows.
- Drive roadmap direction for the Blueprints/Plans experience, focused on improving how builders access, organize, and consume plan information within critical project workflows.
- Led feature-level mobile webview work by adapting existing web experiences into responsive mobile screens and mobile-specific workflows, supporting Buildertrend's broader strategy to expand full-site functionality on mobile and enable future React Native ownership.
- Partner with customers and internal stakeholders to identify workflow gaps, prioritize roadmap opportunities, and define success metrics tied to adoption, consumption, and workflow efficiency.

Buildertrend - Omaha, NE **Associate Product Manager | May 2025 - Feb 2026**

- Helped deliver a new signature experience using the Nutrient SDK across Purchase Orders and Estimates, the platform's highest-volume signature workflows.
- Enabled an opt-out path for internal Purchase Order signatures by challenging the assumption that all internal approvals required formal signatures, saving hundreds of aggregate hours for builders.
- Partnered with legal, design, product, and internal stakeholders to align signature requirements, approval risk, customer workflow impact, and implementation tradeoffs.
- Improved approval workflows by introducing clearer signature status visibility, signed PDF access, and countersignature support.
- Transitioned into product discovery for Specifications, validating customer workflow needs and shaping foundational improvements to make project scope documentation easier to create, share, and consume.
- Shipped foundational Specifications capabilities including draft/publish states, table-of-contents navigation, a book-style viewer, QR/link sharing, version history, and estimate group associations.
- Supported migration strategy for customers transitioning from an acquired platform by improving specification workflows and aligning Buildertrend experiences with familiar catalog-based customer behavior.
- Used customer interviews, analytics, and stakeholder feedback to identify friction points and guide roadmap decisions.



Buildertrend - Omaha, NE

Product Management Apprentice | Feb 2025 - May 2025

- Partnered with a Senior Product Manager and Group Product Manager to support migration of Buildertrend's file viewing experience from a heavily customized legacy Atalasoftware implementation to Nutrient, a third-party document viewing SDK.
- Contributed to product and data migration requirements for a platform-level viewer transition impacting file access, document viewing, and long-term maintainability.
- Helped evaluate SDK capabilities, customization constraints, and future tradeoffs to reduce reliance on highly customized legacy infrastructure.



Buildertrend - Omaha, NE

SME - Estimating & Takeoff | June 2022 - May 2025

- Served as a subject matter expert for estimating and takeoff workflows, supporting customer implementation, workflow configuration, and product-adjacent problem discovery.
- Played a key role in the early Square Takeoff acquisition and integration effort by supporting product fit, workflow alignment, scalability needs, and the connection between Buildertrend and Square Takeoff.
- Partnered with the Square Takeoff Product Owner to identify and recommend product enhancements, with several recommendations continuing to influence product development and implementation.
- Helped ideate early AI implementation concepts for Square Takeoff, contributing domain expertise around estimating, takeoff workflows, and customer pain points.
- Created a webinar-style training program adopted organization-wide by Customer Success to scale estimating and takeoff education.
- Developed a paid consulting process for takeoff customization, formulas, company-specific templates, and workflow configuration, contributing to over \$100K in upsold revenue.
- Supported go-to-market motions for paid training services, including offering free training as part of annual subscription commitments.
- Helped create a formal Customer Success Manager role following Buildertrend's acquisition of Square Takeoff, combining support, training, outbound engagement, and book-of-business ownership.
- Built deep domain expertise across construction software, customer onboarding, implementation, workflow adoption, and service delivery operations.



Buildertrend - Omaha, NE

Implementation Specialist / Onboarding Specialist | Nov 2019 - Jun 2022

- Led full-platform implementations across accounting, estimating, project management, and property management workflows for a high-volume portfolio of builders.
- Managed and supported 400+ builders, from solo operators to national firms, using consultative training and proactive engagement to drive adoption.
- Drove new customer activation and 90-day adoption through personalized onboarding, workflow configuration, outcome-focused training, and mentoring a team of 4 onboarding specialists.



Paycheck by Paycheck - Omaha, NE

Founder / Side Project | Feb 2026 - Present

- Built a paycheck-based budgeting app designed to help households manage money at the individual paycheck level, creating clearer planning, momentum, and financial visibility across pay cycles.



Omaha Landscape Design Co. - Omaha, NE

Landscape Designer | Apr 2018 - 2025

- Delivered premium 3D landscape renderings and buildable design concepts for contractors and homeowners using VizTerra, supporting sales, project planning, and contractor execution.



Livingston Lawns and Landscaping Inc. - Omaha, NE

Owner & President | Apr 2015 - Nov 2019

- Built and operated a residential landscaping business generating \$250K+ per season.
- Owned lead generation, sales, estimating, 3D design, scheduling, crew leadership, customer communication, and financial management.

EDUCATION

University of Nebraska Omaha - Business Administration | Concentration: Economics & Business Analytics |
Graduation: Dec 2026