

MARCUS REHBOCK

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Technical Product Manager. **\$4M+** annual impact at Updoc across automation, experimentation and pricing.

EXPERIENCE

Technical Product Manager — Updoc, Brisbane Feb 2025 – Feb 2026

Australia's fastest-growing healthtech (Deloitte Fast 50 Rising Star 2023, 15,924% growth; \$20M raised).

- Built CRO and A/B testing playbooks from zero to one (PostHog integration, weekly experiment cadence), lifting end-to-end funnel conversion **18%**, worth **~\$3M/yr** in revenue.
- Set pricing and monetisation strategy for the entire business; price A/B tests and data analysis approximated the optimal price point, lifting net margin **12%** with zero product changes.
- Owned all pathology and blood-testing workflows and UX; led the SonicDX integration end to end and shipped it in **under 3 months** against an 18–24 month industry norm.
- Integration automated **65%** of all results, saving **\$1M/yr** in customer-service cost and returning results to patients **1 day faster**.

Associate Product Management Intern — Atlassian Nov 2024 – Feb 2025

- Shipped team-archiving functionality end to end, from problem definition and spec through engineering delivery and rollout.
- First of an 8-person intern cohort to receive a full-time return offer; declined it to move to San Francisco and build startups.

Co-founder — The Pai Company, Brisbane Feb 2024 – Present

Multiple ventures, mostly consumer SaaS and productised services.

- Reached **\$4,600+** revenue one week after launching the first product; guerrilla marketing campaign drove **10,000** site visitors in two weeks.
- Ran landing-page A/B tests that increased funnel conversion **17%**.

Software Engineering Intern — RikkeiSoft, Da Nang Nov 2023 – Dec 2023

- Built GoalHound, an AI accountability product, from 10 Jobs-to-be-Done user interviews to a live WhatsApp-connected app.

DevOps Intern — Linqia, San Francisco Jan 2023 – Feb 2023

- Wrote a Python audit of S3 usage and led rollout of lifecycle policies, cutting organisational S3 spend **43%** (**\$1,100 USD/month**).

EDUCATION

Bachelor of Science (Computer Science) & Commerce (Finance) — University of Queensland Jul 2024

- GPA 5.55/7. UQ Ventures San Francisco Startup Adventure Scholarship (1 of 18 from 200+ applicants). NCP Scholarship, Vietnam (1 of 16).

LEADERSHIP & AWARDS

- Startmate Student Fellow (W22), 1 of 180 selected from 800+; Startmate Founders Challenge finalist (3rd of 40).
- Led a team of 8 to create the UQ Sustainability Innovation Challenge: 130+ participants, \$5,000 prize pool. UQ Ventures Industry Challenge finalist (\$2,000 pitch prize).
- Secretary, UQ Innovation & Entrepreneurship Society: grew executive team 10→24 and doubled membership 200→400+.