JANE DOE

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PROFESSIONAL SUMMARY

Senior product manager with 7 years across B2B SaaS onboarding, workflow automation, and pricing. Led cross-functional teams from discovery through launch, improving activation, retention, and expansion revenue across enterprise accounts.

SKILLS

Product: roadmap strategy, discovery interviews, opportunity sizing, PRDs, prioritization, launch planning
Analytics: SQL, funnel analysis, A/B testing, retention cohorts, OKRs, pricing metrics
Collaboration: engineering planning, design critique, GTM enablement, executive stakeholder management

EXPERIENCE

B2B SaaS Company
Senior Product Manager Jan 2022 - Present

- Led onboarding product area for 34,000 accounts, increasing week-4 activation from 48% to 63% through guided setup, lifecycle triggers, and clearer success milestones.
- Prioritized workflow automation roadmap by combining support ticket themes, revenue exposure, and engineering complexity, retiring 6 low-value requests and accelerating 3 enterprise blockers.
- Launched usage-based packaging pilot with finance, sales, and engineering, producing 14% higher expansion pipeline in the first two quarters.
- Built monthly product review with adoption, retention, and quality metrics, replacing opinion-led roadmap debates with a shared decision framework.

Workflow Software Company
Product Manager Aug 2019 - Dec 2021

- Shipped admin analytics dashboard used by 2,300 customers to identify underused workflows, contributing to a 9-point lift in renewal health scores.
- Conducted 52 customer interviews and converted workflow pain points into a roadmap that reduced setup time by 28%.

SELECTED PRODUCT WORK

Activation Experiment System
- Defined experiment intake, guardrail metrics, and launch-readiness reviews for activation tests, helping product squads stop underpowered tests earlier.

Pricing Migration Plan
- Created customer segmentation, grandfathering rules, and sales enablement notes for a packaging change affecting 1,100 renewing accounts.

EDUCATION

Public University, Bachelor of Science in Information Systems May 2019