

FIRST LAST NAME

VICE PRESIDENT, PRODUCT MANAGEMENT | HEAD OF PRODUCT

City, ST • (xxx) xxx-xxxx • email@example.com • [linkedin.com/in/your-profile](https://www.linkedin.com/in/your-profile)

Build Category-Defining Platforms where Customer Insight, AI, and Commercial Discipline Converge.

Performance-driven *Product Executive* with **20+ years** of success in transforming fragmented portfolios into scalable B2B SaaS and AI platforms. Set enterprise product vision, connect customer discovery to investment decisions, and align product, engineering, design, data, sales, and marketing around measurable outcomes. Accelerate recurring revenue, adoption, retention, and enterprise value while building global teams equipped to execute with speed and accountability.

**PRODUCT STRATEGY • AI/ML PRODUCTS • PORTFOLIO MANAGEMENT • PRODUCT-LED GROWTH • MONETIZATION
CUSTOMER DISCOVERY • ROADMAP GOVERNANCE • PLATFORM MODERNIZATION • GTM • M&A INTEGRATION • P&L**

PRODUCT LEADERSHIP • COMMERCIAL IMPACT • ENTERPRISE SCALE

—**\$780M ARR expansion:** Repositioned an 11-product portfolio as one extensible platform, increasing revenue from \$820M to \$1.75B and net revenue retention from 103% to 121%.

—**AI product commercialization:** Launched six embedded intelligence and copilot offerings that generated \$310M in annual recurring revenue while raising weekly active use 38%.

—**Portfolio and delivery discipline:** Retired 17 low-value products, redirected \$95M in R&D capacity, and shortened concept-to-launch time 42% without sacrificing reliability.

—**Customer-led operating model:** Institutionalized discovery, experimentation, and outcome scorecards that lifted NPS 31 points and product-delivery predictability from 71% to 94%.

PRODUCT LEADERSHIP EXPERIENCE

COMPANY NAME — City, ST

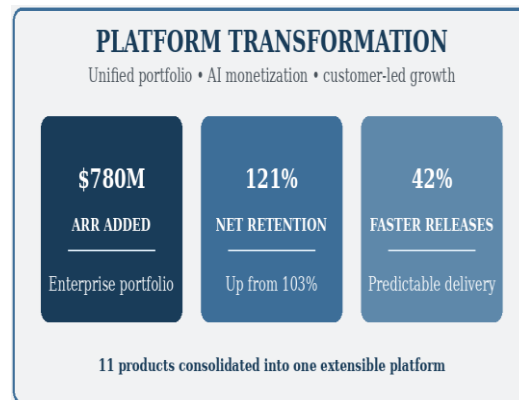
Date–Date

SVP, PRODUCT MANAGEMENT & CHIEF PRODUCT OFFICER

Enterprise Product Vision • \$2.4B Portfolio • 11 Product Lines • 240 Product, Design & Data Professionals

Recruited by the CEO and board to unify a fragmented cloud and decision-intelligence portfolio, restore growth, and build an enterprise product organization. Own product strategy, portfolio investment, experience design, product analytics, pricing, and lifecycle performance for a \$1.75B B2B technology company.

- **Created one platform strategy from 11 disconnected products**, standardizing identity, data, APIs, and administration to drive enterprise cross-sell \$185M and reduce customer implementation effort 36%.
- **Established an AI product venture model**, pairing customer-design partners with responsible-AI guardrails and staged investment gates to commercialize six capabilities and produce \$310M ARR.
- **Rebuilt pricing/packaging around customer outcomes**, introducing tiered subscriptions, usage components, and value metrics that increased average revenue per account 14% with no increase in logo churn.
- **Integrated four acquisitions valued at \$1.1B**, aligning product architecture, roadmaps, teams, and brand migration to achieve 92% customer retention and \$185M in cross-sell revenue.
- **Installed a product operating system across 34 squads**, linking discovery evidence, roadmap commitments, launch readiness, and adoption telemetry; accelerated time-to-market 42% and raised on-time delivery to 94%.
- **Reallocated \$95M in annual R&D investment**, sunseting 17 low-value products and funding the platform, AI, enterprise security, and internationalization priorities with the strongest growth economics.
- **Built a succession-ready 240-person global organization**, hiring product leaders, launching a product academy, and clarifying decision rights to improve leadership retention 18 points and fill 68% of director openings internally.
- **Created a 40-member enterprise customer advisory network**, integrating executive councils, continuous discovery, and product telemetry to lift NPS 31 points, weekly active use 38%, and first-90-day adoption 29%.
- **Made portfolio performance visible to the board and investors**, introducing product economics, retention, risk, and innovation dashboards that supported \$650M in growth financing and disciplined quarterly investment decisions.



\$3.2B
ENTERPRISE VALUE CREATED

68%
LEADERSHIP FILLED INTERNALLY

99.99%
PLATFORM AVAILABILITY

"Name made customer outcomes and product economics the common language of the company—turning product management into a repeatable growth system." — Board Chair, Company Name

FIRST LAST NAME | PRODUCT EXECUTIVE

Professional Experience *Continued...*

COMPANY NAME — City, ST

Date–Date

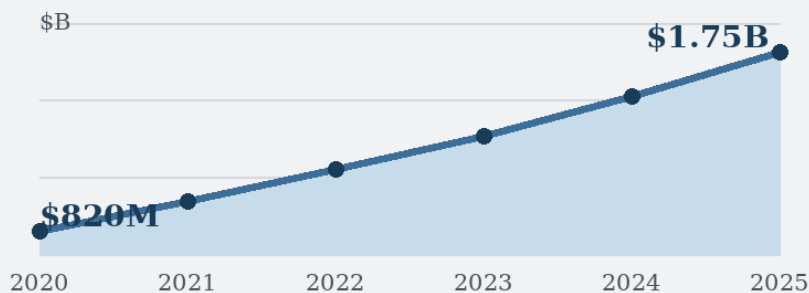
HEAD OF PRODUCT

Global Commerce Platforms • Product-Led Expansion • Customer Experience • 120 Product & UX Professionals

Promoted to lead full-lifecycle product management for a high-growth commerce SaaS company serving retailers, marketplaces, logistics providers, and payment partners. Partnered with engineering, sales, marketing, and customer success to scale revenue from \$400M to \$950M and prepare the business for strategic acquisition.

- **Generated \$300M in new ARR across EMEA and APAC** by localizing the platform for payments, tax, data residency, language, and regional workflows while concentrating investment on the highest-potential segments.
- **Launched 12 enterprise and consumer products across commerce, payments, and fulfillment**, opening three growth verticals and raising the company's served market 2.6x.
- **Redesigned customer journeys with behavioral analytics and experimentation**, increasing retention 28%, customer lifetime value 40%, and self-service task completion 33%.
- **Reduced release cycle time 35%** by organizing product and engineering around durable customer problems, implementing quarterly outcome planning, and replacing output roadmaps with measurable bets.
- **Converted an acquired product suite into a unified commerce ecosystem**, preserving 96% of strategic accounts and producing \$100M in first-year cross-sell revenue.

PRODUCT-LED ENTERPRISE GROWTH



6

AI PRODUCTS
LAUNCHED

\$310M

AI-LED
ARR

+31

NPS
POINTS

COMPANY NAME — City, ST

Date–Date

VICE PRESIDENT, PRODUCT STRATEGY & PLATFORM

Cloud Transition • Data Products • Monetization • Portfolio Economics • 65-Person Global Team

Advanced from Director to Vice President to reposition a licensed analytics portfolio for cloud delivery and recurring-revenue growth. Owned strategy/P&L for a \$420M product line spanning data integration, decision analytics, and developer services.

- **Shifted the flagship platform from on-premise licensing to multi-tenant SaaS**, expanding recurring revenue from 34% to 78%, increasing gross margin 900 basis points, and reducing onboarding time 61%.
- **Introduced platform APIs, developer tools, and consumption pricing**, building a partner ecosystem that influenced \$145M in revenue and tripled monthly developer activity.
- **Focused the roadmap through customer segmentation and win-loss intelligence**, improving enterprise adoption 44% and raising competitive win rate 16 points.

COMPANY NAME — City, ST

Date–Date

DIRECTOR, PRODUCT MANAGEMENT | SENIOR PRODUCT MANAGER

Digital Products • Customer Research • Agile Delivery • Enterprise Launches

Progressed through product roles leading web, mobile, workflow, and analytics solutions for financial-services and healthcare clients. Built the company's first formal discovery and product-launch practices, led distributed teams, and delivered 20+ enterprise releases that generated \$96M in cumulative revenue.

EDUCATION • CREDENTIALS • PRODUCT COMMUNITY

UNIVERSITY NAME

University Name

Master of Business Administration (M.B.A.)

UNIVERSITY NAME

Bachelor of Science (B.S.), Computer Science

PRODUCT CREDENTIALS

Pragmatic Institute Certified • Certified Scrum Product Owner

BOARD & COMMUNITY

Board Advisor, Organization Name

Mentor, Organization Name