

# SARAH JOHNSON

## Senior Product Manager

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Location: San Jose, CA

## PROFESSIONAL SUMMARY

Results-driven Senior Product Manager with 7+ years of experience leading cross-functional teams to deliver innovative digital products. Expert in product strategy, user research, and data-driven decision making. Successfully launched 15+ products generating \$50M+ in revenue. Proven track record of transforming user insights into compelling product experiences that drive business growth and customer satisfaction.

## CORE COMPETENCIES

Product Strategy & Roadmapping: Market analysis, competitive intelligence, OKR framework

User Experience: User research, persona development, journey mapping, usability testing

Data & Analytics: A/B testing, cohort analysis, funnel optimization, SQL, Tableau

Technical Skills: Agile/Scrum, JIRA, Confluence, Figma, Sketch, HTML/CSS basics

Leadership: Cross-functional team management, stakeholder communication, mentoring

Business Acumen: P&L; management, pricing strategy, go-to-market planning

## PROFESSIONAL EXPERIENCE

Senior Product Manager | CloudTech Solutions | April 2020 - Present

- Lead product strategy for SaaS platform serving 100K+ enterprise customers
- Increased user engagement by 45% through data-driven feature prioritization and UX improvements
- Launched AI-powered analytics dashboard resulting in \$8M additional annual revenue
- Managed product roadmap and coordinated releases across 4 engineering teams (25+ developers)
- Conducted 50+ customer interviews and usability sessions to inform product decisions

- Reduced customer churn by 30% through improved onboarding experience and feature adoption
- Collaborated with sales and marketing teams to develop go-to-market strategies for new features

Product Manager | FinanceApp Inc. | June 2018 - March 2020

- Owned end-to-end product lifecycle for mobile banking application (2M+ users)
- Designed and launched peer-to-peer payment feature adopted by 60% of active users within 6 months
- Implemented comprehensive A/B testing framework improving conversion rates by 25%
- Worked closely with compliance and security teams to ensure regulatory requirements
- Led cross-functional team of 12 including designers, engineers, and QA specialists
- Increased app store ratings from 3.2 to 4.6 stars through user feedback integration

Associate Product Manager | E-commerce Innovations | August 2016 - May 2018

- Managed product features for online marketplace connecting 10K+ sellers with millions of buyers
- Launched seller analytics dashboard increasing seller retention by 40%
- Optimized search and recommendation algorithms improving conversion rates by 18%
- Conducted market research and competitive analysis to identify new product opportunities
- Collaborated with UX designers to create wireframes and user flows for new features
- Supported product marketing team with feature launches and customer communications

Business Analyst | TechConsulting Group | July 2014 - July 2016

- Analyzed business processes and requirements for Fortune 500 clients
- Created detailed product requirements documents and functional specifications
- Facilitated stakeholder workshops and requirements gathering sessions
- Developed business cases and ROI analyses for technology investments
- Supported implementation of CRM and ERP systems for multiple clients

## EDUCATION

Master of Business Administration (MBA) | Stanford Graduate School of Business | 2016

Concentration: Technology Management and Entrepreneurship

**GPA: 3.7/4.0**

Bachelor of Science in Industrial Engineering | UC Berkeley | 2014

Minor in Computer Science

Magna Cum Laude, GPA: 3.8/4.0

## **CERTIFICATIONS**

- Certified Scrum Product Owner (CSPO) - Scrum Alliance (2022)
- Google Analytics Certified (2021)
- Product Management Certificate - UC Berkeley Extension (2020)
- Pragmatic Marketing Certified (PMC-IV) (2019)

## **NOTABLE ACHIEVEMENTS**

### **Product Launches:**

- AI-Powered Customer Insights Platform - Generated \$8M ARR in first year
- Mobile Payment Solution - Achieved 1M+ transactions in first quarter
- Enterprise Analytics Dashboard - Increased customer satisfaction scores by 35%

### **Awards & Recognition:**

- "Product Manager of the Year" - CloudTech Solutions (2022)
- "Innovation Excellence Award" - FinanceApp Inc. (2019)
- "Rising Star in Product Management" - Women in Product (2018)

## **SPEAKING & THOUGHT LEADERSHIP**

- Keynote Speaker: "Data-Driven Product Strategy" - ProductCon 2022
- Panel Discussion: "Building Products for Enterprise Customers" - SaaStr Annual 2021
- Guest Lecturer: "Product Management Fundamentals" - Stanford GSB (2020-Present)
- Published Articles: Medium blog on product management with 10K+ followers

## **TECHNICAL PROFICIENCY**

Analytics Tools: Google Analytics, Mixpanel, Amplitude, Tableau, Looker

Design Tools: Figma, Sketch, InVision, Miro, Lucidchart

Project Management: JIRA, Confluence, Asana, Trello, Monday.com

Development: Basic HTML/CSS, SQL, API fundamentals

Research Tools: UserTesting, Hotjar, SurveyMonkey, Typeform

## **VOLUNTEER EXPERIENCE**

- Mentor for Women in Product organization (2019-Present)
- Product advisor for 3 early-stage startups
- Guest judge for university product management competitions