Colin Haley

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Experience

Boomi LP, Remote
Sr. Manager, Product Led Growth & Trial Experience   10/2023 – 07/2025

- Managed a team of 7 full time employees, 9 contingent workers.
- Defined and reported on success metrics for the full user lifecycle, from onboarding through expansion.
- Expanded Trial to $25m Pipeline, $4m ARR (Direct), $500k ARR (PayGo) annually.
- Built and owned a Flywheel with Product, Customer Success, and User Experience teams to prioritize product roadmap based on urgency, scope, customer behavior, and available resources.
- Automated 95% of Trial and PayGo sales operations processes, launched self-service conversion and account management portal for Pay-As-You-Go customers.
- Hosted monthly Product interlock meetings to collect and action feedback from customers and prospects.
- Established Pendo Governance CoE, audit procedures, best practices, and enablement for other teams.
- Pioneered in-platform cross and up-sell customer marketing campaigns based on user behavior.
- Presented Quarterly Business Review for PLG efforts to Executive Leadership Team.

Boomi LP, Remote
Manager, Product Led Growth Operations   01/2021 – 10/2023

- Managed a team of 5 including sales operations, analytics, content creation, and business intelligence.
- Defined routing and handling for Product Qualified Leads to acquisition and success teams.
- Implemented Pendo across multiple Boomi products for behavior-based analytics.
- Created workflows for behavior-based sales and success outreach, lowering churn by 10% and increasing trial conversions by 8%.
- Established SLAs and benchmarks for prospect engagement, working closely with the sales and marketing.
- Built operation support for newly implemented pay-as-you-go model from cash application to customer upsell.
- Met with senior leadership regularly to ensure alignment with broader product led growth strategy.

Dell Boomi, Remote
Sr. Integration Engineer   02/2018 – 01/2021

- Explore new technologies for use with integration partners such as Snowflake, IFS, Thru, and others.
- Developed proofs of concept for clients using multiple endpoints across Boomi's connector library.
- Responsible for highly detailed internal documentation, as well as less technically oriented client-facing.
- Published How-To articles on public facing Boomiverse.
- Created dozens of reusable packaged solutions to be used on Boomi Discover.
- Coordinate with other Dell lines of business to move their integration platforms to Boomi from competitors.

Susquehanna International Group, Bala Cynwyd PA
Sr. Production Engineer   10/2015 – 02/2018

- Manage changes and upgrades to Production and Development Nagios environments, including implementation of client requests, testing version upgrades, and ongoing maintenance.
- Interface with other teams to assist in consuming monitoring statistics and reports.
- Control Ganglia environment, including federation and consumption by other vertical teams.
- Support and troubleshoot MongoDB, MariaDB, and MySQL production Environments.
- Primary support and engineering staff for trading critical GigaSpaces environments.
- Participate and coordinate major version upgrades in GigaSpaces environments for all business units.
- Work directly with developers to provide a more robust development environment and usable hardware.
- Coordinate large qtree migrations and maintenance for 2,400+ servers.

Skills & Interests

Technical: Boomi Platform, C#, Python, Marketo, Hubspot, Salesforce, AWS, Snowflake, Pendo, Twilio Segment, Atlassian Suite, Sprint Planning, Project Management, Product Operations, Lifecycle Management
Interests: Backpacking, Mycology, Game Development, Fermentation, Biking, Skiing, Gardening