

Colin Haley

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Experience

Boomi LP, Remote

Director, Growth & Customer Lifecycle

10/2023 – 07/2025

- Led a cross functional team of 15 to deliver high-quality experiences across the platform focused on user lifecycle.
- Defined and reported primary KPIs for the full user lifecycle, from onboarding, adoption, and expansion.
- Owned trial experience and in-product marketing and adoption campaigns that generated \$25M in pipeline and \$4M ARR from self-serve and free to paid conversions, and \$30M in pipeline of expansion opportunities.
- Established a structured experimentation framework for onboarding experiences and in-product upsell, driving a 4% increase in trial-to-paid conversions, and just-in-time sales outreach through Marketo, Pendo, and Twilio Segment.
- Optimized digital lifecycle touchpoints including landing pages, onboarding flows, and product documentation, boosting organic acquisition and customer engagement.
- Translated customer and sales feedback into messaging insights for content, onboarding flows, and feature announcements tailored individually to ICPs, decision makers, and line of business users.

Boomi LP, Remote

Sr. Manager, Product Led Growth Operations

01/2021 – 10/2023

- Managed a 6-person team across sales operations, analytics, and content to scale product-led growth and lifecycle initiatives.
- Designed routing and handling for Product Qualified Leads, accelerating progression from trial to adoption and expansion stages.
- Implemented Pendo and integrated behavioral analytics into Salesforce, Marketo, and Twilio Segment to enable lifecycle visibility and data-driven engagement.
- Built behavior-based workflows for sales and customer success outreach, reducing churn by 10%, increasing trial conversion by 8%, and supporting expansion opportunities.
- 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.
- Maintain and deploy configuration changes for low level multicast monitoring agents and engines.
- 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.
- Create scripts and automation tasks to assist other vertical teams with using primary platforms.
- Support rotation for overnight workflows and trading strategy generation.

Skills & Interests

Technical: Boomi Platform, C#, Python, Marketo, Hubspot, Salesforce, AWS, Snowflake, Pendo, Twilio Segment, Atlassian Suite, Sprint Planning, Project Management, Product Operations, Customer Lifecycle Management, BI Tools, Retention Strategy, Customer Journey Analytics, Experimentation & A/B Testing, Lifecycle Marketing Automation, Cross-Functional Leadership.

Interests: Backpacking, Mycology, Game Development, Fermentation, Biking, Skiing, Gardening