Geppi Iaia

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Head of Product | VP, Product Management

Growth-obsessed product leader with several years experience building features, managing teams, and spearheading processes that lead to customer delight. Experience working with industry titans (inheriting an 86% market share) and poorly reviewed underdogs (inheriting a 3% NPS) alike while managing to grow and improve these companies through thoughtful product vision, development, and optimization.

TECHNICAL SKILLS

Product Management: Roadmapping, Strategic planning, Backlog management, Stakeholder management, MVP definition, Scoping, Refinement, Grooming, Calibration, Agile, Kanban, User Stories, Epics, Market research, User research, VOC, Customer interviews, Data analysis, Prioritization, RICE, Kano

Programming Languages & Frameworks: JavaScript, React, ReactNative, Apex, Apollo, GraphQL, SQL, Python, HTML, CSS, C++, GoLang, Ruby, TypeScript, Node

Databases: MongoDB, Postgres, Snowflake, Oracle, Apache, dbt, Fivetran

Cloud & AI Platforms: Azure, AWS, Google Cloud, Salesforce SalesCloud and MarketingCloud, Twilio, Five9, Rockerbox, ChatGPT, Claude, Gemini, Sora, Suno, Descript, Midjourney, PerplexityAI, NarrativeBI, Wonderplan, Make, DoNotPlay, SluiceAI

Productivity Tools: Calabrio, MS OneNote, Slack, Notion, Trello, Asana, Basecamp, Zapier, Todoist, Tody

Project Management & Collaboration Tools: JIRA, Confluence, LaunchDarkly, Optimizely, LoopedIn, Miro, Figma, LucidChart, ClickUp, Dovetail, Loom, Zoom, Shortcut, Heap, Pendo, Sprig, Auryc, Lookback, Looker, Mixpanel, DevOps, GitHub, Calendly, Zeplin, Protopie, ProductBoard, FullStory, AppInsights, Tableau, UserVoice, Salesforce, Dynamics, Hotjar, Google Analytics, Adobe Suite, MS Suite, G Suite

Professional Skills: Mobile app development, Web development, User Experience (UX) design, Artificial Intelligence (AI), Machine Learning (ML),B2B, B2C / DTC, Healthy and Beauty, Medical Devices, Environmental, SaaS, CRM, 0 -> 1 development, User needs identification, Teamwork, Collaboration, CI/CD

Leadership Skills: Leadership, team management, performance management, OKRs, Business Operations, Kaizen, Lean, Empathy, Highly motivated, Self-driven, Resiliency, Adaptability, Organizational design, Change management, Employee retention and promotion

EDUCATION University at Albany
Bachelor's of Science in Human Biology, May, 2013

WORK EXPERIENCE

Sr. Product Manager -> Director of Product | Byte | May, 2021 — Present
- Responsible for leading a product team of 10 product managers. Complete ownership of product vision to drive company growth in accordance with AOP (annual operating plan) and a longer term 3-5 year strategic plan.
- Achieved 12% YoY contribution profit growth through various digital product enhancements including conversion optimization, increasing AOV, increasing LTV, and internal digital enhancement to improve operational profitability
- Improved end of journey NPS by developing and launching the My Byte app. Continued optimization of core app features leading to 4.7 star rating across 20k reviews and a consistent 80% WAU/MAU across 30k monthly sessions.
- Launched Byte+ Hybrid Model in 2023 and achieved profitability in the business line within 3 months and US market density with onboarding providers within 10 months.

Product Manager | SharpSpring | Dec, 2020 — May, 2021
- Owned and improved CRM portion of SaaS application as measured by a 5% increase in contact and opportunity object features among 50k DAUs.
- Launched freemium tier within the first 6 months of role, driving a material increase in initial sign-ups, resulting in a 27% paid activation rate.
- Managed roadmap, backlog, user research, and release coordination for all CRM features.

Product Manager | MVP Health Care | Jun, 2019 — Dec, 2020
- Created, groomed, and prioritized user stories and bugs for 5 new product releases that enabled the business to sunset over 15 legacy systems.
- Developed and launched an internal sales quoting tool that successfully drove a 10% increase in SMB (small-to-mid-sized business) sales in Q4 2019.

- Coordinated OCM (organizational change management) across 8 departments to ensure product releases were successful, resulting in an internal CSAT of 8.7.

Product Manager | XOS, Danaher | Jun, 2018 — Jun, 2019
- Helped strategically grow company revenue in the Environmental business line by 14% YOY (year-over-year) through new product development.
- Successfully launched 4 new products including new software platform, while delivering first quarter revenue achievement of 129% and taking 3-month NPR (new product revenue) from 56% to 105%.
- Owned product roadmap and full development lifecycle from market sizing to commercialization by utilizing qualitative and quantitative user research to communicate and prioritize features.

Product Manager | UVBioTek | Oct, 2016 — Jun, 2018
- Successfully launched POLY product line from conception to launch. Functions included: securing KOLs and early adopters, building sales channel, establishing and tracking KPIs, and optimizing product for profitable growth.
- Supplied wireframes, specifications, and user stories to contractors for various projects including website, app, brand assets, photography, and video.

CERTIFICATIONS AND PROJECTS

LinkedIn Learning: Data Analytics & SQL, UX/UI Design, Customer Success, Google Analytics

Udemy: Product Management

DBS: Product Launch Excellence, Lean, Kaizen

EXTRACURRICULARS:

Pods of the Multiverse - *Actual Play Podcast, 2020 - 2022;* Host, Producer, Community Engagement, Manager

Lucky Jukebox Brigade - *Indie Pop Band, 2010 - 2016;* Musician, Manager, Touring/Recording Artist