

Mimi Leinbach

(510) 852-4044 | mimi@schork.com | www.linkedin.com/in/mimileinbach

Strategic Product Leader

Strategic product leader with 15+ years of experience driving enterprise platform growth and business transformation through customer-centric innovation. Proven track record of scaling products from 0-to-1 and managing mature product lines, delivering 10-25% YoY growth and \$2B+ in incremental revenue. Expertise in AI/ML products, platform strategy, and leading distributed teams across product, engineering, and design. Known for building high-performing teams and driving alignment across complex stakeholder ecosystems.

Skills

Product Strategy & Leadership: Strategic Roadmap Planning, Product Led Growth, Platform Strategy & Management, Enterprise SaaS & Cloud Integration, AI/ML Product Strategy, Generative AI Integrations, Agile & Scrum Methodologies, Go-to-Market Strategy.

Product Development & Operations: Product Operations & Scaling, Business Transformation, Product-Market Fit Analysis, User Retention & Growth, Stakeholder Alignment, Cross-functional Leadership, Strategic Partnerships, Change Management.

Technical & Analytical: Data-Driven Decision Making, API & System Architecture, Business Intelligence & Analytics, Product Instrumentation, some SQL, Research & Data Analysis, Risk Identification & Analysis, Financial & Business Modeling.

Work Experience

SAP SuccessFactors

Mar 2019 - Jun 2024

Managed the highest priority strategic product development and operational transformations for the organization, supporting a market sector transition from Human Capital Management to Human Experience Management (HXM) that impacted 250 million users in 200 countries and added \$2B+ in incremental revenue over 5 years with 10%+ YoY growth and sustained margin improvements.

SAP SuccessFactors

Principal Product Manager

Jan 2023 - Jun 2024

- Grew Home Page active users by 16% YoY, reaching 1B views by managing 4 core services (UI microservice, UI architecture, card service, and API architecture) and 100+ objects in 7 categories.
- Raised SUS scores 12% YoY for 10,723 enterprise customers by delivering secure API integrations, architecture, UI, new features, and self-service for Home Page, Recruiting, Talent, and Compensation.
- Improved NPS scores by 31% YoY by building a scalable UX component library leveraging user feedback and data insights, aligning with accessibility standards and compliance frameworks.
- Reduced risk for 26.4M monthly active users by leading international 40-member development teams in agile sprints to deliver Business AI, AP integrations, compliance, security, and data privacy/governance.
- Drove customer acquisition and reduced churn by analyzing customer feedback and data for the product roadmap, utilizing layered product planning frameworks and enterprise sales enablement.
- Increased Home Page user satisfaction scores by 15% YoY to 3.76/5 by improving product market fit using KPIs, OKRs, product metrics, product analytics, Design Thinking and Jobs to be Done.
- Decreased time to universal availability 50% by integrating Agile methodologies, stakeholder insights, and data-driven program frameworks, for scalability and compliance for global SaaS deployments.

SAP SuccessFactors

Principal Program Manager, UX Strategy & Operations

Mar 2022 - Jan 2023

- Scaled program management capacity to support 350-member product organization by establishing reusable frameworks, playbooks, optimizing processes for efficiency, and automating updates.
- Modernized UI visual design across 6K+ pages for 250M users in less than a year for product-led growth by scaling program management across the product suite while analyzing and mitigating risks.
- Enabled \$2B market transformation by leading cross-functional strategy team to research and develop HXM Principles to align organizational execution with the new market vision.

- Enhanced cross-functional collaboration across 1000-member Product Engineering org by developing change management strategies and training for Jira, Aha!, and Figma.

SAP SuccessFactors

Senior Program Manager, UX Strategy & Operations

Mar 2019 - Mar 2022

- Accelerated 10% YoY revenue growth by founding and scaling the UX Strategic Operations team, training 4 members, and establishing program management frameworks and best practices.
- Improved user experience for 250M global users by pioneering Design Thinking practices in the organization, with comprehensive guidance and training programs.
- Fostered executive alignment across the organization by developing layered planning frameworks and reviews and utilizing KPI tracking to drive data-driven product roadmaps.
- Enhanced team capabilities across all UX disciplines and alignment across scrum teams by developing internal knowledge base with training programs.
- Elevated product satisfaction across all product areas by establishing and managing an advisory group of 200 senior executives throughout the product development lifecycle.
- Increased product usability for Performance Management Goals by organizing a 2-day offsite customer co-innovation workshop using design thinking methodologies for user-centered solutions.

Scout Organic Apparel

Entrepreneur

Jul 2007 - Aug 2014

- Built a successful apparel startup from the ground up, demonstrating a deep understanding of the founder journey and the challenges of scaling a business.
- Drove \$350K annual revenue, achieving profitability in year 2 by managing all aspects of the business and gaining distribution across 250 retail customers in 38 states and 10 countries.
- Grew direct sales 160% YoY to \$31K by building a Magento e-commerce platform and using A/B testing to drive data insights and hone product market fit, product designs, messaging.
- Increased operating profit 40% by managing complex stakeholder ecosystems including four international supply chains, manufacturing agents, sales partnerships, and distribution partners.
- Reduced landed cost of goods 60% through negotiation, manufacturing partnerships, design and production optimizations, and with financial and operational metrics tracking and analysis.
- Achieved customer loyalty, industry recognition, and celebrity clientele with go to market strategies including Google Ads, public relations, trade shows, collateral, and distribution partnerships.
- Honed product market fit using ongoing research including surveys, focus groups, and data analysis.
- Refined go to market programs by monitoring direct e-commerce sales, press and celebrity results, advertising, and Google AdWords performance using Google Analytics.

Additional Experience

- **LeapFrog Brand Manager:** Introduced and scaled the #1 educational game platform, Leapster, with \$99M annual revenue (300% YoY growth), selling 4M hardware and 12M software units in four years. Led cross-functional operations including budget management (\$11M), supply chain coordination, and go-to-market advertising, PR. Maintained safety of online communities.
- **Mattel Senior Product Manager:** Delivered 25+ educational software titles with \$60M annual revenue (1200% growth over 2Y.) Broke all-time sales record with Pokémon Studio, achieving \$35M in annual sales. Negotiated business development partnerships worth \$200M in revenue with Pokémon, Scooby-Doo, and Little Bear. Recruited and led a team of six Product Managers, fostering a collaborative environment and driving team performance to exceed product targets.

Education

Berkeley Haas School of Business

Master of Business Administration

Georgetown University

Bachelor of Arts, Government, English

Women Defining AI Advanced AI Use Cases, Customized Models, Automations, and Apps coursework