

MIMI LEINBACH

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PROFESSIONAL EXPERIENCE

ML Consulting (Remote)

AI Solution Development & Consulting, Start-up Advisor | 2024 - present

- Develop AI Transformation strategies to reduce manual tasks by 40%, including architecting, AI-assisted coding with JavaScript and Python, and training LLM-powered solutions, including external tools and AP integrations.
- Advise early-stage companies on financial modeling, go-to-market strategy, product-market fit, and MVP development, helping prioritize features with highest ROI potential.
- Built multi-agent systems including News Analysis Tool and Jobs to Be Done prototype, leveraging databases to synthesize insights across structured and unstructured sources.
- Create end-to-end web development projects using Cursor, Replit, and Zapier AI pair programming, using prompt engineering frameworks like CRISPE to optimize collaborative workflows.
- Produce multimedia content using NotebookLM and model training to showcase knowledge synthesis capabilities and creative transformation of historical documents into engaging narrative formats.

SAP SuccessFactors (San Ramon, CA)

Principal Product Manager | 2023 - 2024

- Led 30+ member global cross-functional team in Europe, Asia, and North America to deliver product-led growth strategies leveraging SAP Business AI and machine learning across Home Page, Recruiting, Compensation, and Talent products.
- Orchestrated customer co-innovation and strategic alignment across the product suite by managing a long-term Customer Advisory Program consisting of 200 executives across 75+ Fortune 500 organizations.
- Spearheaded strategy to reduce time to adoption by 50% across the product suite, leading change management, executive communications, research, data analysis, and metrics development for objectives and key results (OKRs) and key performance indicators (KPIs).
- Drove +16% user and +12% SUS score growth for 26M Monthly Active Users and 10,723 enterprise customers on Home Page platform roadmap encompassing admin self-service and personalized front-end user experiences.
- Managed 5 core services (UI microservice, UI architecture, caching card service, banner service, and API architecture), driving dynamic content with 100+ objects across 8 categories serving 1B views.
- Standardized complex transformation efforts by conducting stakeholder interviews, building guidance and training materials, and presenting strategic recommendations to leadership. Enabled organization-wise adoption through centralized knowledge base and real-time dashboards tracking KPIs, OKRs, and milestone progress.
- Collaborated with engineers, designers, and researchers to successfully navigate product management outcomes, as well as collaborated with customers to exceed support and satisfaction expectations.
- Increased NPS scores by +31% for 12K enterprise customers by developing a reusable UX component library to drive consistency and accessibility across the product suite.
- Successfully navigated compliance landscapes, evaluating bias, fairness, and explainability in products. Ensured data security and regulatory alignment by operationalizing GDPR and government compliance frameworks.
- Partnered with machine learning (ML) engineers to develop highly personalized Home Pages, evaluating output and testing for accuracy.
- Spearheaded initiatives to align UX with organizational strategic vision, including Business AI implementations, ML features in Home Page, and implementing hundreds of UX tweaks across products. Provided subject matter expertise to a small team that developed the strategy for customer adoption once UX improvements were delivered.

Principal Strategy and Operations Manager | 2022 - 2023

- Orchestrated UI transformation on 6K+ pages in >1 year, bringing clarity to complex technology for 250M monthly active users through strategic alignment of stakeholders, resources, roadmap, and risks.

- Secured strategic investment to align execution with vision for a \$2B market transformation, recruiting a 15-member cross-functional team to codify first principles based on research and data analysis.
- Led change management for tools transformations (Jira, Aha!, Figma, InDesign, Zeplin, Smartsheet. etc) across 1000-member Product Engineering org, developing best practices, playbooks, and training.
- Partnered with cross-functional teams to implement UI accessibility across all product pages.

Founding Strategy and Operations Senior Manager | 2019 - 2022

- Founded and scaled Strategic Operations function for a 150-member UX team, mentoring 4 team members, establishing frameworks for stakeholder alignment, change management, and measurement.
- Drove organization-wide Design Thinking transformation to reimagine user experience for 250M users in 200 countries, enabling 2B incremental revenue over 5 years (+10% YoY).
- Collaborated with cross-functional teams on strategic initiatives, including developing executive review processes, and developing UX product development lifecycle.
- Established a 200-member Customer Advisory program, leading in-person and online co-innovation workshops to enhance customer relationships, alignment, and data-driven decision-making across the product suite.

Scout Organic Apparel (Oakland, CA)

Founder | 2007 - 2014

- Bootstrapped a successful apparel startup to 250 retail customers across 38 states and 10 countries, scaling distribution faster than 90% of independent brands.
- Reached profitability in 2 years with \$350K annual revenue by managing product roadmap, go to market, overseas manufacturing, design, partnerships, customer relationships, and 2 employees.
- Boosted operating profit +40% by negotiating 15+ partnerships with global supply chains, manufacturing agents, independent showrooms/sales reps, and international distribution.
- Achieved 55% operating margin by optimizing pricing strategy across hundreds of skus.
- Grew direct sales +160% YoY by launching a custom e-commerce platform and deploying digital marketing and search optimization strategies.
- Won several industry awards, celebrity clientele, and 4 magazine covers with brand messaging, product marketing strategy, storytelling, innovative designs, and exceptional product quality.

FURTHER PROFESSIONAL EXPERIENCE

Leapfrog | Brand Manager

Freemont, CA (2003 - 2007)

EDUCATION

Master of Business Administration | Berkeley Haas School of Business - Berkeley, CA

Bachelor of Arts in Government, English | Georgetown University - Washington, D.C.

ADDITIONAL

Member | Women Defining AI

Member | Women in Product

Member | Friends of Lenny's Newsletter