

# Mimi Leinbach

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## Entrepreneurial Product Leader

Product-led growth leader who builds and scales AI-powered platforms from 0-to-1, driving rapid user adoption and revenue growth across enterprise and consumer markets. Key results:

- Grew enterprise **MAU +16% YoY to 26M** with AI-powered solutions at SAP
- Founded consumer brand, **scaling faster than 90%** of competitors (**250** retailers, **10** countries)
- Launched **#1 educational software platform** with **4M users** and **\$99M revenue** at LeapFrog
- Accelerated software portfolio growth by **6x in 2 years** to **\$60M revenue** at Mattel

## Work Experience

### AI Skills Development & Consulting

June 2024 - Present

Developing AI expertise through hands-on implementation projects, focusing on model customizations and AI Agents for workflow automation. Advising start-ups on AI adoption, go to market, and Product/MVP.

### Principal Product Manager, SAP SuccessFactors

Jan 2023 - Jun 2024

- Led **30+ member global cross-functional scrum team** to deliver product-led growth strategies leveraging SAP Business AI and machine learning to optimize enterprise workflows for **250M MAU**.
- Managed roadmap for Home Page platform and API integrations and UI for Recruiting, Talent, and Compensation, **raising SUS scores +12% YoY** for **14K+ enterprise customers**.
- Drove **16% growth to 26M MAU** at **10,723 enterprise customers** with **1B views** for platform encompassing admin self-service with personalized front-end, API architecture, and 4 microservices.
- Drove **+31% NPS score growth** with a reusable UX component library and strategy for new component roadmap based on data insights, customer feedback, and scaling potential.
- Spearheaded strategy to **reduce adoption time by 50%**, aligning stakeholders across the organization utilizing research, data analysis, and OKR/KPI development and tracking.

### Principal Program Manager, SAP SuccessFactors

Mar 2022 - Jan 2023

- Orchestrated **6K+ page** UI transformation in **less than 1 year**, leading roadmap planning, tracking, risk mitigation, and stakeholder communications.
- Pitched strategy to enable execution of a **\$2B market transformation** by developing first principles language, forming a **15-member cross-functional team** to align stakeholders and analyze data inputs.
- Enhanced cross-functional collaboration across **1000-member Product Engineering org** by developing change management strategies for transformations including Jira, Aha!, and Figma.

### Senior Program Manager, SAP SuccessFactors

Mar 2019 - Mar 2022

- Founded and scaled Strategic Operations function for a **150-member UX team**, training **4 members**, establishing stakeholder alignment frameworks, KPIs, play books, training, and automated tracking.
- Established **200-member Customer Advisory**, leading live and online workshops, surveys, and data analysis to drive customer-centered innovation.
- Directed Design Thinking Transformation for a **1000-member organization** to reimagine user experience for **250M users** in **200 countries**.

### Founder, Scout Organic Apparel

Jul 2007 - Aug 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** for global supply chains, manufacturing agents, independent showrooms/sales reps, and international distribution.

- Maintained **55% operating margins** 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 **industry awards**, press features, celebrity clientele, and customer loyalty with commitment to **exceptional quality** and **innovative design**.

#### **Additional Experience**

- **Brand Manager, LeapFrog:** Launched and scaled the **#1 educational game platform**, Leapster, with **\$99M** annual revenue and **300%** YoY growth, selling **4M hardware** and **12M software** units over four years. Managed **\$11M annual marketing budget** including TV advertising, digital marketing, retail displays, packaging, and sales collateral.
- **Senior Product Manager, Mattel:** Delivered **\$60M educational software portfolio** scaling **+1200% in 2Y** with **25+ skus**. Negotiated **\$200M licensing partnerships** with Pokémon, Scooby-Doo, and Little Bear. Delivered Pokémon Studio, the **#1 educational software product of all time** with **\$35M** annual sales. Hired **8 external development teams**, managed SDKs. **Led a team of 6 PMs**.

#### **Education**

**Berkeley Haas School of Business** Master of Business Administration

**Georgetown University** Bachelor of Arts Government/Political Theory, English