

# Mimi Leinbach

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## 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

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