

MIMI LEINBACH

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PROFESSIONAL EXPERIENCE

ML Consulting (Remote)

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

- Architect and build AI Orchestration, Automation, and generative AI strategies to reduce manual workflows by 50%+, using LLM tools (Cursor, Bolt, Zapier) for JavaScript/Python development with APIs and MCP.
- Advise early-stage companies on product-market fit, MVP development, financial modeling, go-to-market strategy, helping prioritize features with highest ROI potential.
- Built AI Agents and Multi-Agent systems including news analysis automation tool, group trip planner, and Jobs to Be Done prototype, including API and data integrations with structured and unstructured data.
- Create end-to-end web development projects using Cursor, Replit, Bolt, 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content using NotebookLM and model training to showcase knowledge synthesis capabilities and creative transformation of historical documents into engaging narrative formats.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 high-performing technical team in Europe, Asia, and North America to deliver Enterprise SaaS product-led growth strategies leveraging SAP Business AI, generative AI, and machine learning across Home Page, Recruiting, Compensation, and Talent products.
- Delivered product-led growth strategies resulting in +16% user and +12% SUS score growth across 26M Monthly Active Users and 10,723 enterprise customers for Enterprise SaaS Platform with personalized front-end experience, admin configuration tools, and customized theming.
- Built roadmaps for 5 core services (UI microservice, UI architecture, caching card service, banner service, and API architecture) serving real-time dynamic content for 100+ objects in 8 categories with 1B views.
- Increased NPS scores by +31% for 12K enterprise customers by building a reusable UX component library and enterprise developer APIs for modern consumer-grade UI, accessibility, and consistency across the product suite.
- 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).
- Created and executed change management practice for product organization with transformation team formation, stakeholder interviews, guidelines, documentation websites, training programs, ongoing support, feedback and iteration loops with KPIs and senior management alignment.
- 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.
- Collaborated with high-performing technical product teams including engineers, designers, and researchers to create and deliver roadmaps for product-led growth and outcomes measured by KPIs and OKRs.
- 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 dynamic and personalized Home Page, 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 Human Experience 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 Human Experience 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 Experience 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 zero-to-one 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 iterating product-market fit, product strategy and roadmap, go to market, overseas manufacturing, design, partnerships, customer relationships, and 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