

# 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, model customizations, and AI Agents for workflow automation. Advising start-ups on AI adoption, go to market, Product/MVP, and financial modeling.

### Principal Product Manager, SAP SuccessFactors

Jan 2023 - Jun 2024

- Led **30+ member global cross-functional team** to deliver product-led growth strategies leveraging SAP Business AI and machine learning across Home Page, Recruiting, Compensation, and Talent.
- Drove **+16% user** and **+12% SUS** score growth for **26M MAU** and **10,723 enterprise customers** on Home Page platform 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**.
- Increased **NPS scores by +31%** for **12K enterprise customers** by developing a reusable UX component library to drive consistency and accessibility outlining strategy for ongoing expansion.
- Spearheaded strategy to **reduce adoption time by 50%** across the product suite, aligning stakeholders utilizing data collection and analysis, and developing OKRs/KPIs and tracking.

### Principal Program Manager, SAP SuccessFactors

Mar 2022 - Jan 2023

- Orchestrated **6K+ page** UI transformation impacting **250M monthly active users** in **>1 year**, leading stakeholder communications, roadmap planning, resource allocation, tracking, and risk management.
- 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.

### Founding 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 in-person and online workshops, surveys, and data analysis to drive customer-centered innovation across the product suite.
- Directed organization-wide Design Thinking transformation to reimagine user experience for **250M users** in **200 countries**, enabling **2B** incremental revenue over 5 years ( **+10% YoY.**)

### 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** 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**, 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 (**+300%** YoY growth), selling **4M hardware** and **12M software** units over four years. Managed **\$11M marketing budget** including TV advertising, digital marketing, search, retail displays, packaging, online community, and sales collateral.
- **Senior Product Manager**, Mattel: Delivered **\$60M portfolio** (licensed educational software) scaling to **25+ skus** and **6X revenue growth**. Negotiated **\$200M brand partnerships** with Pokémon, Scooby-Doo, and Little Bear. Delivered **#1 educational software** sku of all time, **\$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