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.
- Built AI-powered enterprise solutions driving **+16% YoY** growth to **26M** monthly active users
- Founded and scaled consumer brand to **250** retailers in **10** countries (**top 10%** among peers)
- Launched category-defining educational platform achieving **$99M** revenue **(+300%** YoY**)** and **4M** users
- Drove **6x** revenue growth to **$60M** by negotiating partnerships including Pokémon and Scooby-Doo
- Currently developing Agentic AI expertise through hands-on projects and specialized training

Work Experience

AI Skills Development & Consulting   June 2024 - Present
Developing AI expertise through hands-on implementation projects, focusing on model customizations and agentic workflow automation. Building custom AI solutions while advising organizations on product, go to market, and strategic AI adoption, combining technical depth with practical business application.

Principal Product Manager, SAP SuccessFactors   Jan 2023 - Jun 2024
    Strategy & Innovation
- Delivered product-led growth strategies for **250M** MAU by leading 4 global cross-functional teams to optimize enterprise workflows through secure AI integrations, UX uplifts, and API implementations.
- Reduced time to adoption **50%** by outlining organization-wide customer adoption strategy, aligning cross-functional stakeholders, analyzing data, and developing metrics, tracking, and guidance.
- Increased consistency while reducing effort and bias by leading SAP Business AI implementations across the recruiting product, automating workflows with intelligent analyics.
    Growth & Customer Impact
- Drove **16%** growth to **26M** MAU for Home Page with personalized front-end and admin experiences built on microservices architecture supporting **1B** views for **10,723** enterprise customers.
- Improved NPS scores **+31%** YoY by building a scalable UX component library and components to be reused across the product suite based on customer feedback and data insights.
- 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.

Principal Program Manager, SAP SuccessFactors   Mar 2022 - Jan 2023
    Strategy & Innovation
- Pitched a strategic initiative to codify vision for our **$2B** market transformation and formed a **15**-member cross-functional team to research, align stakeholders, and develop first principles language.
- Transformed product development workflows for **350**-member organization by creating play books, training, stakeholder alignment processes, KPIs, and automated tracking systems.
- Enhanced cross-functional collaboration across **1000**-member Product Engineering org by developing implementation and change management strategies for Jira, Aha!, and Figma.
    Growth & Customer Impact
- Led product growth strategy contributing to **+10%** YoY ARR growth by spearheading planning, roadmap, risk mitigation, and progress tracking for uplifting the platform-wide UI across **6K+ pages**, in less than 1 year.

Senior Program Manager, SAP SuccessFactors   Mar 2019 - Mar 2022
    Strategy & Innovation
- 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.

- Fostered stakeholder alignment across the software development lifecycle by developing layered planning frameworks and review processes to align data-driven product roadmaps.
  Growth & Customer Impact
- Improved user experience for **250M** global users by operationalizing Design Thinking practices in the organization, with comprehensive guidance and training programs.
- Increased **SUS** and **NPS** scores across the product suite by establishing an advisory group of **200** senior executives, enabling data collection and analysis via workshops, in person events, and surveys.

Founder, Scout Organic Apparel   Jul 2007 - Aug 2014
  Strategy & Innovation
- Bootstrapped a successful apparel startup to **250** retail customers across **38** states and **10** countries, scaling distribution faster than **90%** of similar independent brands.
- Reached profitability in **2** years with **$350K** annual revenue by managing product roadmap, marketing, sales, partnerships, customer success, design, overseas development, and a small team.
- Boosted operating profit **+40%** by negotiating terms with **15+** partners in global supply chains, manufacturing agents, independent sales representatives, and international distribution partners.
- 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.
  Growth & Customer Impact
- Established product positioning and brand value based on comprehensive market analysis, monitoring sales and market data while collecting customer feedback to continually hone product market fit.
- Achieved customer loyalty, industry **awards and recognition**, and celebrity clientele by upholding exceptional quality standards, design innovations, and comprehensive go to market programs.

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 in four years. Managed **$11M** annual marketing budget including TV advertising, packaging, sales collateral, online
- **Senior Product Manager, Mattel**: Delivered **$60M** educational software portfolio consisting of s 25+ products (+**1200%** 2Y growth.) Negotiated **$200M** licensing partnerships for Pokémon, Scooby-Doo, and Little Bear. Delivered **#1** educational software product of all time with Pokémon Studio (**$35M** annual sales.) Recruited and led a team of six Product Managers.

Core Compencies
Product Innovation & AI: Zero-to-One Product Development, AI/LLM Integration & Implementation, Product-Led Growth Strategy, Business AI Architecture & Automation, User-Centered Design & Research
Entrepreneurial Leadership: New Market Creation & Entry, Product-Market Fit Optimization, Strategic Planning & Execution, Cross-Functional Team Building, Rapid Iteration & Launch
Business Growth & Scale: Revenue & User Growth (0 to $99M), Customer Acquisition & Retention, Go-to-Market Strategy, Business Model Development, Data-Driven Decision Making
Technical Foundation: AI/LLM Development, API Integration & Architecture, Business Intelligence & Analytics, Workflow Automation, Product Analytics & KPIs, Cursor

Education

Berkeley Haas School of Business
Master of Business Administration

Georgetown University
Bachelor of Arts, Government, English