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 for 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 with strategy for ongoing expansion.
- 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 impacting **250M monthly active users** 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.

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 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.
- 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 **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, online community, and sales collateral.
- **Senior Product Manager**, Mattel: Delivered **$60M educational software portfolio** scaling revenue +**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