

Monday, March 4th, 2024

Application for: Sr. Product Success Manager

Dear Hiring Manager,

My name is Steve Silliker; I hope you're doing well. Thank you for taking the time to review my application. One night, my wife was working late, and I asked about an application she was using - **Aha! Ideas** - I jumped online, looked at your company's website, and was immediately drawn to apply. My wife works for Ceridian/Dayforce, and it seems they are not taking advantage of the total Aha! Suite. Viewing your product in real-time is what led me to apply today.

I have a robust seven-year track record in the SaaS industry; I bring a wealth of experience in customer success, product management, and technical development that aligns perfectly with Aha's dynamic and innovative culture. My unique value proposition lies in my ability to leverage my technical background, personal connections with customers, and strategic planning skills to drive customer-centric innovation and growth, skills that are crucial to Product and Customer Success.

As the Head of Customer Success at Useful, I directly reported to the CEO and led cross-functional teams to deliver cloud-based solutions worldwide. My strategic planning and execution of OKRs resulted in global expansion and product innovation. I fostered a culture of innovation and collaboration, leading to the design and implementation of a product-led growth strategy that enhanced customer value satisfaction and retention, reducing customer onboarding time by over 60%.

As a visionary leader, I have consistently demonstrated my ability to drive growth and innovation. I conceptualized and owned a cloud-only product, generating \$2.5M ARR with continual growth. My efforts in integrating GenerativeAI and machine learning algorithms have boosted customer engagement and refined sales forecasting accuracy, creating additional value from our products and services.

My technical background as a Full-Stack Developer has been instrumental in developing full-stack web applications and contributing to continuous improvement processes. I am proficient in various programming languages and tools and hold certifications as/in a Google Cloud Architect, Project Management, Neural Networks and GenerativeAI.

I am particularly drawn to Aha! Because of its unwavering commitment to being a customer-centric company that values innovation and strategic growth. The opportunity to contribute to a team that shares my passion for these values and helps shape the future of product success at Aha! is truly incredible!

Thank you for considering my application. I look forward to discussing how my skills, experience, and passion for product management can contribute to Aha's continued success and growth.

Kind regards,
Steve Silliker
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