Sarah Johnson

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SUMMARY

Results-driven Senior Product Manager with 6+ years of experience leading cross-functional teams to deliver impactful, user-centric digital products at enterprise scale. Expert in data-driven product strategy, end-to-end product lifecycle ownership, and agile execution, with a proven record of increasing user engagement, adoption, and revenue through actionable product analytics, rigorous experimentation, and collaborative leadership. Skilled at translating user research into business results, aligning stakeholders around OKRs, and driving measurable business outcomes in fast-paced environments.

EXPERIENCE

Senior Product Manager   03/2021 – Present
Microsoft • microsoft.com   Redmond, WA

- Own end-to-end product strategy and delivery for Azure DevOps, driving a **35% increase in enterprise adoption** and leading a cross-functional team of 12 engineers and designers across multiple time zones.

- Conducted user research and in-depth interviews with **200+ customers**, transforming insights into actionable PRDs, wireframes, and prioritized product roadmaps.

- Established and operationalized the **OKR framework**, increasing team alignment and delivery effectiveness by **50%** and ensuring progress against key business objectives.

- Leveraged **Mixpanel**, **Amplitude**, and **SQL** analytics to conduct A/B tests, optimize user journeys, and identify high-impact features.

- Launched 3 major features, including advanced analytics dashboards and workflow automations, resulting in **$2M+ in additional annual revenue** and **40% growth in monthly active users**.

- Collaborated with engineering, design, and data teams to scope, prioritize, and coordinate feature launches; maintained product backlog and managed user stories in **Jira/Confluence**.

- Presented strategic roadmaps, business cases, and ROI analyses to VP-level stakeholders, ensuring transparency, alignment, and executive sponsorship.

- Delivered UX improvements that reduced support tickets by **23%** and increased customer satisfaction scores.

Product Manager   06/2018 – 02/2021
Amazon • amazon.com   Seattle, WA

- Owned product lifecycle for seller tools serving **100K+ merchants**, increasing seller satisfaction scores from **3.2 to 4.5 stars**.

- Collaborated with engineering, UX, and data teams across 3 time zones to design, launch, and iterate platform features that improved merchant experience and operational efficiency.

- Implemented data-driven decision making utilizing **Google Analytics**, **SQL**, and A/B testing methodologies to optimize features and drive adoption.

- Reduced customer support tickets by **25%** through actionable UX/UI improvements and proactive customer feedback integration.

- Regularly presented quarterly business reviews, OKR progress, and product impact reports to VP-level and cross-functional stakeholders.

- Coordinated API design, documentation, and partner enablement to facilitate smooth merchant onboarding and ecosystem integrations.

KEY SKILLS

Product & Analytics: Product Analytics (Mixpanel, Amplitude, Google Analytics), A/B Testing, Experimentation, SQL, Data Analysis, Wireframing (Figma, Sketch)
Leadership: Cross-functional Team Leadership, Stakeholder Management, Agile/Scrum, OKRs, Strategic Storytelling, Presentation Skills
Product Management: Product Roadmaps, Backlog Management, PRDs, API Design, Jira/Confluence/Asana
Soft Skills: Data-driven Decision Making, User-centric Design, Communication, Problem Solving, Team Collaboration
Languages: English (Native), Spanish (Conversational)

ACHIEVEMENTS & CERTIFICATIONS

Product Manager of the Year, Microsoft • 2023
Innovation Award, Amazon • 2020
Certified Scrum Product Owner (CSPO) • Scrum Alliance • 2022
Google Analytics Individual Qualification • Google • 2021

EDUCATION

MBA in Technology Management • Stanford Graduate School of Business • Stanford, CA • 2018 • GPA: 3.9/4.0
Dean's List, Product Management Fellowship

B.S. in Computer Science • University of Texas at Austin • Austin, TX • 2016 • GPA: 3.7/4.0