SARAH CHEN

Senior Product Manager

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SUMMARY

Product leader with 8+ years of experience driving growth at B2B SaaS companies. Passionate about building products that solve real customer problems and leading cross-functional teams to deliver results.

EXPERIENCE

Senior Product Manager

TechFlow Inc., San Francisco, CA | March 2021 - October 2023

- Led the redesign of the core analytics dashboard, resulting in a 45% increase in daily active users and reducing customer support tickets by 30%
- Managed a $2.5M annual product budget and prioritized roadmap for a team of 12 engineers
- Conducted 50+ customer interviews to identify pain points, leading to 3 new features that drove $1.2M in additional ARR
- Worked with engineering to improve performance
- Collaborated with marketing on product launches
- Attended weekly stakeholder meetings

Product Manager

DataSync Solutions, Oakland, CA | June 2018 - February 2021

- Launched enterprise API product from 0 to 1, acquiring 45 customers and generating $800K ARR in first year
- Reduced customer onboarding time from 14 days to 3 days by streamlining the integration process
- Built and maintained product analytics dashboard using Amplitude
- Helped with various projects as needed
- Participated in agile ceremonies
- Did competitive analysis

Associate Product Manager

StartupHub, Palo Alto, CA | January 2016 - May 2018

- Shipped mobile app v2.0 which increased app store rating from 3.2 to 4.6 stars
- Responsible for managing backlog
- Wrote product requirements documents
- Supported senior PMs on strategic initiatives
- Coordinated with QA team on testing

EDUCATION

MBA, Product Management Focus — UC Berkeley Haas School of Business, 2015

BS, Computer Science — Stanford University, 2012

SKILLS

Product Strategy, Roadmap Planning, Agile/Scrum, SQL, Amplitude, Mixpanel, Figma, JIRA, A/B Testing, User Research

CERTIFICATIONS

- Pragmatic Marketing Certified (PMC-III)
- Certified Scrum Product Owner (CSPO)