Ela Malani

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ABOUT ME

Staff Product Manager with 10+ years of experience in B2B SaaS and Developer Platforms at Dropbox and Microsoft. I specialize in balancing customer needs and technical excellence with business growth—recently reducing churn by **$11M** through performance, reliability & usability initiatives, increasing MFA adoption by **40%**, and driving **$3.2M** in new revenue via cross-platform notification optimization. Expert in **0 → 1** product launches, building and scaling platforms to hundred thousand of developers. Skilled at **mentoring PMs and TPMs** and **hiring top talent** to elevate product craft.

WORK EXPERIENCE

Staff Product Manager – Dropbox   *Jan '22 – Nov '25*

1. **Account Security & Identity**
- **Increased MFA adoption by 40%** for paid individuals and teams, strengthening Dropbox's security posture.
- Drove **40% YoY drop in CX tickets** by improving product experience and creating account recovery tools.
- Drove **34% lift in total sign-ups and sign-ins in Dropbox iOS app** by launching a new login module with significant top of funnel improvements**.**
- Uncovered **1M+ cost-saving opportunities** by leading investigations in unauthorized activity (password sharing, mass account creation).

2. **Performance, Reliability & Usability Architect**
- Drove company-wide strategy on web and mobile that **generated $11M+ business impact** and **reduced web subscription churn from 6.3% → 5.52%**, through reliability, stability, and monitoring initiatives.
- Stabilized, eliminating **31K+ weekly crashes** and boosting customer trust.
- Accelerated high-traffic web pages load times from **10+s → 2s**, with homepage improvements driving **$1.385M GNARR**; Web Performance CSAT rose **62% → 71%**.
- Drove **3.5% higher** paid WAU engagement and **20% faster uploads** on web and mobile.
- Achieved **26%+ faster batch move/delete operations** by optimizing file actions.
- Achieved **A-grade usability** and consistency across all Dropbox Web flows by leading "UI tenets & Traps" framework initiative.

3. **Cross Platform Notifications**
- Delivered **$3.2M+ annualized NNARR** by optimizing cross-platform notification channels (email, push, tray prompts, in-product), reducing involuntary churn across individuals, teams, and trials.
- Drove **13.5% overall engagement lift**, **+20% surface clicks**, and **+12.8% CTA engagement** by improving notification tray usability and discoverability.

4. **Mobile Platform Lead**
- Drove initiatives resulting in **$1.8M in cost savings** by improving developer efficiency, reducing crashes, optimizing disk space, and saving engineering hours by enabling faster feature development and delivery.
- Led a highly technical mobile platform team, reframing engineering culture to think about "Foundation as a Product".

Senior Product Manager – Microsoft   *May '16 – Dec '21*

Platform and Developer Experience (0 →1 product)
- Owned end-to-end **developer experience for [App Center SDKs](#)** (onboarding, APIs, tooling, docs) and Core Analytics service, powering **150K+ mobile apps** across native and cross-platform stacks.
- Delivered net-new SDKs (web, desktop, Android, iOS) and APIs for 1st and 3rd party developers; partnered with **10+ internal teams** (Docs, Dev Tooling, Outlook, Teams, etc.) to ensure platform readiness.
- Defined and executed strategy for **Azure Mobile Apps** (auth, data, push), informed by 100s of developer interviews, usage metrics, and revenue data.
- Led open-source engagement on GitHub to grow usage and developer adoption of App Center.
- Frequent speaker at developer conferences; experienced in building and supporting products across full lifecycle (inception → deprecation).

Software Engineer – Microsoft   *Oct '13 – Apr '16*
- Added API capabilities in Microsoft Graph and custom file type handling capabilities in Office 365 with File Handler Add-ins.

PATENTS

[Support for non-native file types in web application environment](#)