





Jasmine Floyd

I'm passionate about solving users' problems and building products that improve the experience of the people who use them. I provide outcome-based product vision and roadmaps that are guided by data and customer driven research. I empower my Product teams to produce innovative outcomes and growth opportunities while evangelizing a team work culture.

 Atlanta, GA
 (973) 573 - 9356
 jasmine.floyd86@gmail.com
 [LinkedIn Profile](#)

PROFESSIONAL EXPERIENCE

Popmenu | Senior Product Manager OCT 2021 – PRESENT

- Drive the product strategy and roadmap for customer acquisition and retention, focusing on Restaurant Operations, and Guest Communications.
- Recent cross-functional initiatives include collaborating with Client Success and Marketing to build a targeted push notification strategy leveraging key data points and AI technology which has increased user engagement by 35%.
- Leverage data analytics and qualitative user feedback to deliver innovative solutions that support our strategic business goals and increase the value and ROI for our users.

Upside Business Travel | Senior Product Manager JUN 2020 – AUG 2021

- Led the product vision and planning for Upside Business Travel, focusing on e-comm Checkout Process and Travel Manager tools.
- Led the strategic pivot during the pandemic with creating Upside Financial, a 0-1 product and business launched that enabled over 800+ businesses to secure PPP funds, with over 95% achieving loan forgiveness.

Reliant Technology | Senior Product Manager MAY 2017 – MAR 2020

- Conducted extensive user research to prioritize customer needs, ensuring product development aligned with user expectations.
- Provided technical leadership for deployment of internal tools (Salesforce, JIRA), led training, and managed product/app releases, improving engineering management practices.

AvePoint | Product Manager, SaaS JAN 2013 – May 2017

- Led the international product team across development, QA testing, and user experience disciplines, focusing primarily on cloud applications.
- Oversaw the entire product lifecycle, championing user-centered design and aligning product development with user needs and business goals.

SKILLS

Outcome-based Strategic Planning and Roadmap Development

Developing 0-1 Products in a startup environment

Empowering product teams with a strong data culture

Proficient in JIRA, Shortcut, Looker, Snowflake, Tableau, Figma, InVision, HTML/CSS, Javascript, React

CERTIFICATIONS

Pragmatic PMC-V

Pragmatic Marketing – 2019

Mastery of advanced product management strategies with a focus on market-driven principles.

Certified PM

AIPMM – 2021

Comprehensive training, covering the full lifecycle from ideation to market success.

SLII Leadership

Blanchard Management – 2023

Situational leadership expertise, enabling adaptive management to maximize team performance and development.

EDUCATION

Johnson C. Smith University,
Charlotte, NC — B.S.

Graduated with a Bachelor of Science degree in Computer Science - Information Technology, minor in Business Finance.