Jasmine Floyd

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Skills

Strategic Product Innovator | 0→1 Builder | Mobile / B2B / B2C / AI

Strategic Senior Product Manager with 8+ years of experience building 0→1 products and scaling SaaS, mobile, and AI-driven platforms. I help early-stage startups turn ambiguity into action by delivering customer-focused solutions that drive growth and retention. From research to MVP to scale, I align execution with strategy and thrive in high-ownership environments where PMs lead with vision and own outcomes, not just backlogs.

Experience

OCTOBER 2021 - PRESENT

Popmenu, Atlanta GA – *Senior Product Manager*
Growth-Stage SaaS | Restaurant + Hospitality Tech

- Scaled mobile adoption from <100 users to 72% of clients by leading growth of the mobile app into a core operations tool supporting order management, front of house operations, and reputation management.
- Built a reservations and table management platform from scratch, leading a 6-person team across discovery, prototyping, dev, beta, and public launch.
- Led a team of 8 to develop an AI-powered Review Management System, automating response generation and surfacing sentiment analysis to help restaurants manage online reputation.
- Active member of the User Research team, owning onsite research efforts with clients to validate early-stage prototypes and improve solution fit.
- Currently spearheading the complex API integration project to enhance client-facing tools for reputation and presence management across platforms. As well as, driving enhancements around automated marketing and loyalty, aligning product improvements with marketing conversion and revenue growth goals.

JUNE 2020 - AUGUST 2021

Upside Business Travel, Washington D.C (remote) – *Senior Product Manager*
Mid-Stage Startup | B2B Travel & Fintech

- Drove initiatives under a B2B focus, working closely with external stakeholders while managing partner expectations and internal execution.
- Led a team of 10 to launch the first Partner Management Interface, empowering Capital One and other travel partners with self-serve access to configurations and performance data—previously handled via manual support.

- Built out secure partner API integrations, enabling bi-directional data flow between Upside's core travel systems and partner platforms.
- Formed and led a cross-functional auxiliary team during early impacts of COVID, developing a fintech application that helped SMBs apply for and receive PPP loans and forgiveness—allowing the company to stay afloat for an additional year.

MAY 2017 - MARCH 2020

Reliant Technology, Atlanta GA (remote) – *Lead Product Manager*
Early-Stage Startup Pivot | SaaS Asset Management

- Recruited as the first product hire to lead the company's transition from a sales-driven, third-party hardware reseller to a SaaS provider focused on data center asset management.
- Shaped internal delivery processes across Product, Design, and Engineering, providing structure for sprint planning, retros, ticket grooming, and cross-functional rituals.
- Hired and managed a remote development team and led initial UI/UX prototyping for both a customer-facing asset tracking platform and a vendor partner portal.
- Partnered closely with the CEO, sales leadership, and key investors to align product direction with market opportunities and enterprise customer needs.
- Successfully brought a new software platform and vendor partner portal to market, shifting the business from service-based sales to software-based subscriptions.

JANUARY 2013 - MAY 2017

AvePoint, Jersey City NJ – *Technical Account Manager* ➝ *Senior Product Manager*
Mid-Sized Enterprise | Microsoft Cloud Ecosystem

- Began career as a Technical Support Manager serving high-touch enterprise clients using custom white-glove versions of the company's software suite.
- Promoted into Product during the company's transition from on-prem to SaaS, leading the shift from waterfall to agile scrum and guiding teams through large-scale platform re-architecture.
- Owned modules deeply integrated with Microsoft's ecosystem—including Office 365, Azure, and Microsoft Graph APIs—ensuring high performance, stability, and alignment with Microsoft release cycles.
- Contributed to the platform's growth and enterprise adoption, ultimately supporting the strategic IPO for AvePoint.

Product Strategy & Execution

Product Strategy & Ops
0→1 Product Development | Roadmapping | GTM Strategy | Cross-Functional Leadership | Agile Rituals & Delivery

Growth & Execution
AI/Automation | Mobile-First Products | A/B Testing | Feature Adoption l KPI/OKR Alignment | Product Visioning

Research & Technical Fluency

User Research (Remote + Onsite) | Partner API Integrations | Data-Driven Decision Making | Systems Thinking

Toolbox

JIRA | Looker | Snowflake | Tableau | Fullstory | Figma | Shortcut | Aha! | SQL | HTML/CSS | React | Typescript

Education

B.S Computer Science – Information Systems

Johnson C. Smith University, Charlotte NC

Certifications & Strategic Training

- **Pragmatic Marketing PMC-V (2019)**
  Grounded in market-driven product development principles; helped prioritize features that align with user and business needs.
- **Certified Product Manager – AIPMM (2021)**
  Comprehensive training covering the full product lifecycle from ideation to launch, strengthening strategic product thinking.
- **SLII Blanchard Leadership Certification (2023)**
  Developed adaptive leadership techniques to maximize team performance and tailor coaching styles to individual contributors.
- **Radical Product Thinking – Product School (2024)**
  Helped frame product strategy around long-term vision while driving short-term execution—a powerful tool for startup alignment.
- **Aha! Product Management Training – LinkedIn Learning (2025)**
  Enhanced roadmap planning and idea prioritization using Aha!'s frameworks; improved communication between product and engineering.
- **Human Leadership Skills – LinkedIn Learning (2025)**
  Focused on empathy-based leadership, active listening, and collaboration; strengthened cross-functional team dynamics.
- **Generative AI for Product Managers – LinkedIn Learning (2025)**
  Practical knowledge on integrating generative AI into product workflows; informed development of AI-powered features.