

angela lee

NEW YORK, NY | 703-309-1339

LEE.ANGELA.NY @ GMAIL.COM | GITHUB.COM/LEE-ANGELA | LINKEDIN.COM/IN/LEE-ANGELA

B2B SaaS product go-to-market leader. Deep technical, design, and strategic expertise for highly effective execution across sales enablement, customers, engineering, creative & product. A highly entrepreneurial self-starter and quick-learner.

experience

STARTUP VENTURES – FOUNDER

NYC | AUG '21 – MAR '22

Quick iterations, tests, customer interviews, and relationship-building to determine product-market fit.

- Progressary (progressary.com): Diversity, equity, and inclusion (DEI) accountability platform that quantifies impact.
- Arden (go-arden.com): Software infrastructure for creators – saving time by cutting out the busy-work.

FORTER – PRODUCT MARKETING MANAGER

NYC | JAN '20 – JUL '21

Owned the go-to-market strategy for core products and strategic partner channel at the \$3B+ Enterprise B2B fraud prevention company.

- Lead the Forter Element product, a strategic whitelist product for payment service providers, enabling one-to-many distribution. Managed relationships, determined product roadmap, and executed on all go-to-market activities (OKRs, PR, demos, etc.).
- Accelerated sales cycles by establishing the first learning loop: internally published closed-won deal interviews and closed-lost debriefs that became commonplace for the entire organization and executive suite.
- Wrote first-ever OKRs and value-driven product documentation that set the example for the rest of the products.
- Owned the launch of new company-wide messaging/packaging, the main Forter pitch deck, the first ROI-driven sales/marketing materials, & official demo script. Translated technical differentiators into digestible videos, diagrams, and website content.
- Conducted live trainings and created evergreen sales enablement videos to scale the sales organization from 15 to 100+.
- Created new competitive analysis templates and segmented audience persona messaging documents in partnership with other go-to-market teams that were adopted company-wide.

DATADOG – PRODUCT MARKETING MANAGER

NYC | NOV '18 – NOV '19

Owned the launch and go-to-market strategy for the Synthetics product at the \$45B+ company through an IPO exit. Implemented new, global processes while leading complex, cross-functional projects.

- Led the launch of Datadog Synthetics, a product for a completely new front-end developer persona. Primarily relied on upselling within existing enterprise customers. Strategized a price increase with executives based on this target and revenue projection.
- Established best-practice internal product documentation practices that were adopted by executive product leaders. Instituted operational launch process improvements across the entire, hyper-scaling organization of 1,300+ people.
- Created market positioning, customer-facing product messaging, and technical training content for internal use. Traveled to train global Datadog sales and customer success teams of over 350 people on a monthly basis and at the annual SKO.

WINE AWESOMENESS – HEAD OF PRODUCT & UX-ENGINEERING

NYC | MAR '17 – JAN '18

Developed and launched a new website, brand, and physical product rebrand for the e-commerce wine subscription startup. Drove a 10.8% increase in monthly revenue, 600% increase in subscription member conversion rate, and a 46.5% increase in site-wide conversion rate. Established a user-feedback loop to prioritize highest ROI projects.

APPLE – USER EXPERIENCE ENGINEER INTERN

NYC | MAY '16 – AUG '16

Designed and developed the responsive user experience of the artist-facing iTunes Connect portal across mobile and web platforms. Collaborated cross-functionally between technical, design, and client-facing teams.

education

UNIVERSITY OF PENNSYLVANIA – BACHELOR OF ENGINEERING, DIGITAL MEDIA

PHL | '12 - '16

Completed the elite engineering program for 40 students, integrating computer science, computer graphics, design, and communication.

technical skills

Javascript Java React HTML/CSS PHP Cloud Tech Git SQL MongoDB

non-technical skills

Salesforce Figma Invision Adobe Creative Cloud Jira, Asana, Trello Google Analytics + Suite

interests

Equity & Inclusion Apex for Youth Interior Design Ceramics Travel Women in Product