

# Aya Gare

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Senior product manager with 9+ years of engineering and product experience delivering SaaS platforms at scale. Known for shipping 0→1 growth data and personalization verticals, evolving mature infrastructure, and driving cross-team alignment to unlock millions in ARR.

Comfortable with customer data platforms (CDP), machine-learning-powered personalization and recommendation systems, APIs, SDKs, and AI-powered automation, and skilled at turning complex technical needs into customer-facing value.

Passionate about using AI and data platforms to create personalized, high-impact customer experiences.

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## HIGHLIGHTS

**Launched** a 0→1 growth data platform and personalization engine into a multi-million-dollar revenue stream, serving 20K+ brands and enabling content targeting across email, push, SMS, landing pages, and in-product modules.

**Scaled** SaaS/email infrastructure to 300B+ annual payloads for 130K+ customers with real-time personalization, supporting a \$9B IPO with 100% uptime and demonstrating strong stakeholder management across engineering, product, and marketing.

**Improved** campaign performance with recommendation systems and machine learning models, driving +10% open rates and +9.5% revenue growth while defining and tracking success metrics for experimentation and ROI.

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## EXPERIENCE

### PortaPerch, Founder & Product Lead

Apr 2025 – Present | Consumer Hardware | Boston, MA

- ▲ Mission: Build an AI-integrated hardware company creating a smart pet care platform with defensible IP.
  - **Identified** a deep market need through 40 user interviews, validating that key frustrations were not only mess tracking, but also odor control, aesthetics, and bulkiness.
  - **Validated** product-market fit by uncovering that over half of cat owners would pay \$100 or more for a solution, with some willing to spend up to \$400 to solve their major pain points.
  - **Led** product strategy and 0→1 prototyping using SolidWorks CAD for mechanical design and OpenAI-powered logic for behavioral triggers, including early data pipelines and models for sensor-driven personalization.
  - **Created** pitch materials for investors, emphasizing defensible IP, behavioral data loops, and projected ROI of personalization and data investments.

### StackAdapt, Technical Product Manager

Jan 2024 – Apr 2025 | Advertising & Marketing Technology

▲ Mission: Launch a net-new email growth data and personalization vertical within 1 year, extending a \$2.5B platform and driving multi-million ARR.

- **Launched** a 0→1 vertical, scaling the product to serve 20K+ brands and 1.5M+ campaigns/year, and generated a multi-million dollar ARR stream within the first year, while leading the delivery of 12 core features across 5 cross-functional pods and ensuring strong stakeholder management across engineering, marketing, and product.
  - **Implemented** deliverability and compliance infrastructure (including SPF, DKIM, DMARC), resulting in a 95% inbox placement rate and <2% bounce rate, directly improving campaign performance and client ROI.
  - **Built** a personalized template editor with merge tags for CDP-triggered flows, content targeting, offer ranking, and recommendation models, unlocking a 9.5% increase in annual revenue for brands that adopted coordinated messaging.
  - **Migrated** 200+ clients from other ESPs by delivering HTML import and CAN-SPAM and CASL compliant footers, partnering with engineering and GTM teams to win share in a crowded market.
  - **Collaborated** with data science and engineering to design, test, and build and scale data pipelines and models that improved acquisition, cross-sell, and retention while defining and tracking success metrics for personalization performance.
  - **Partnered** with PMO and executive leadership to align Martech delivery across customer data platform (CDP), Dynamic Creative Optimization (DCO), and backend pods, removing upstream blockers and accelerating GA by 3 months.
  - **Created** cross-functional launch playbooks and training materials that enabled 50+ sales and CS reps to drive adoption, securing early lighthouse customers and accelerating revenue ramp through advanced marketing automation.
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## Klaviyo, Technical Product Manager

Aug 2022 – Jan 2024 | Marketing Technology

▲ Mission: Scale backend delivery infrastructure to support IPO readiness and enable real-time personalization across email channels for thousands of global brands.

- **Drove** roadmap alignment with customer insights from top senders, enabling a scaled ingestion of more than 0.5 petabytes and supporting 250B+ segmentation updates with low-latency rendering for personalized targeting and content targeting.
- **Shipped** Pre-rendering and Smart Recipient Batching to remove bottlenecks and improve experimentation velocity, enabling 420M sends per hour and a 10% open-rate lift while defining and tracking key success metrics.
- **Released** a new Campaign Scheduling API with full UI and integration parity to support high-volume external senders and data-driven personalization workflows, powering over 311B+ emails per year.
- **Prioritized** and scoped reliability features such as Campaign Journey Notifications and delivery anomaly alerts to maintain 100% uptime and safeguard customer trust and compliance while ensuring uninterrupted service during 800M+ peak sends.
- **Introduced** data observability tooling that empowered Customer Success teams with real-time delivery and segmentation insights, enabling proactive outreach to customers instead of reactive issue resolution and measuring model performance metrics, and clearly communicating the ROI of personalization and data investments.
- **Positioned** Klaviyo's email platform for IPO readiness by scaling delivery infrastructure to 311B+ annual emails with 100% uptime, improving open rates +10%, and supporting revenue growth from ~\$321M (H1 2023) toward a ~\$903M ARR run-rate by end-2024.

## Medtronic, Software Engineer I & II

Oct 2019 – Apr 2022 | Surgical Robotics R&D

▲ Mission: Deliver the Hugo™ RAS robotic surgery platform for clinical launch with global regulatory approval.

- **Served** as Scrum Master for distributed QA and software teams, improving sprint velocity and reducing validation bottlenecks to enable successful commercial launch and year-over-year doubling of procedure volume.
- **Improved** a 98.5% trial success rate by developing Simulink-based fault injection tools to simulate edge-case failures and validate robotic subsystems.
- **Introduced** data analytics and system insights by building real-time telemetry dashboards in Python, enabling predictive alerts and anomaly detection in high-load scenarios.

## Medtronic, Quality Engineer II

Oct 2018 – Oct 2019 | Medical Device Manufacturing

Led cleanroom optimization using DMAIC and RCA, improving yield by \$8K/month, ensuring FDA, ISO, and EU MDR compliance.

## Newell Brands, Validation Engineer

Dec 2017 – Aug 2018 | Consumer Goods Manufacturing

Validated CAD/FEA and physical testing (ASTM, ISO, UL) across global product lines to support safety and go-to-market approval.

## Pratt & Whitney (Belcan Contract), Control Systems Engineer

Mar 2017 – Dec 2017 | Aerospace & Defense

Developed Simulink-based closed-loop engine simulations and test logic for DO-178B certification of flight control software.

## General Electric (Belcan Contract), Design & Structural Analysis Engineer

Oct 2016 – Apr 2017 | Energy & Power Systems

Modeled turbine blade fatigue and vibration using ANSYS/NX, automating CAD validation and refining component tolerances.

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# EDUCATION

**Northeastern University**, MS Coursework in Computer Science

**Florida Atlantic University**, BS in Mechanical Engineering (Tau Beta Pi Honors)