

MIKE MONGEAU

PRODUCT LEADER | BUILDS WHAT MATTERS

WORK EXPERIENCE

HEAD OF PRODUCT – K-ID

September 2025 – Present

Building the compliance backbone for the internet; leading product, design, and research to transform a startup into an enterprise SaaS leader.

- **Drove 5x account graph growth and doubled MRR in 3 months** scaling our CDK to serve over 6.3M verified users (+112% vs Q3)
- **Shipped at-scale age verification for major brands** including Snap, Discord, Twitch, Hasbro, Konami, and Supercell; ~\$1.5M sales pipeline
- **Led product strategy that won TIME Best Inventions 2025** & Fast Company Next Big Thing in Tech through intelligent age assurance; Meta announced adoption of our AgeKey standards in Q4
- **Transformed the developer experience** to allow us to massively scale by treating integration-as-a-product (docs, golden paths, reference apps), reducing time to integrate and human support

PRINCIPAL PRODUCT LEAD – XBOX FAMILY

August 2022 – July 2025

Driving family strategy across Xbox to create safer, smarter, and more engaging play spaces for millions of young players and caregivers

- **Increased MAU by 21% YoY** for the Xbox Family app, attaining a **4.2+ rating** by refining core user flows and improving reliability
- **Boosted child account creation + parental consent by +266%**, and first-day sign-in by **+62%** via a transformative end-to-end redesign
- **Shaped \$32M+ ARR feature** via parent-approved subscriptions, aligning cross-org strategy to boost compliance, SAT, and growth
- **Drove vision + execution** for PM group **across 3 engineering teams** using research, competitive analysis, and behavioral analytics
- **Aligned Legal, PR, Marketing, and Business** for all launches ensuring a balance of ethics, safety, regulatory compliance and delight

SENIOR PRODUCT MANAGER – MICROSOFT 365

June 2019 – August 2022

Led AI-driven strategy to maximize SMB productivity and retention in Microsoft 365 through innovative support and recommendation systems

- **Grew Paid Seats by 1.3M**, leveraging AI-driven recommendations, boosting adoption by **+15% in treatment vs. control group**
- **Reframed support to be a growth engine**, accelerating SMB product value realization, subscription retention, and support SAT

CONTACT

- ✉ mike@mikemongeau.com
 - 📞 763-234-9932
 - 🌐 linkedin.com/in/mikemongeau
 - 📍 Seattle, WA
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ABOUT ME

A connector. A builder. A doer.

Relentlessly committed to crafting experiences that earn product love and drive meaningful impact to users and business. Fuels outcomes through creative innovation, rapid iteration, technology, culture, and design.

KEY SKILLS

- Giving a Damn, Fully
 - Getting Things Done (For Real)
 - Breaking Silos, Building Bridges
 - Connecting the Dots That Matter
 - Owning What Others Avoid
 - Storytelling That Moves
 - Customers as Main Characters
 - AI & The Right Kind of Magic
 - Growth Loops, Not Hacks
 - Monetization That Feels Right
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EDUCATION

MINNESOTA STATE UNIVERSITY

Computer Information Systems

Hired by Microsoft before completion

- **Designed a scalable customer insight system**, through deep-grade codification of support cases to drive novel product insights + fixes
- **Achieved 188.8 SSAT (+3.1 YoY) and 96.3% CVR (+0.9 YoY)**, delivering the highest-performing Microsoft support program at scale
- **Managed and mentored a team of 7**, driving experimental initiatives in AI+HI powered customer experiences

SENIOR PROGRAM MANAGER - WINDOWS

May 2017 – June 2019

Designed and scaled programs to enhance customer EQ and product IQ for Windows engineering by leveraging Support and Retail on-site experiences

- **Launched an org-wide experience**, where **90% participants discovered new insights** for their features, and **81% drove changes**
- **Accelerated program usage with +189% increase YoY** serving over 700 internal product stakeholders – from new hires to CVP's
- **Developed NPS (76) and NSAT (178) frameworks** for program using participant sentiment to refine strategy and approach

SUPPORT & PM ROLES – MICROSOFT

2006 – 2017

Progressed from frontline support to product feature product management across Windows, Windows Phone, KIN, and SharePoint.

PERSONAL PROJECTS

FOUNDER – SQUADUP (BUILDING)

2025 – Present

Building a new way for young gamers to connect, play, and grow - where real friendships, fun, and digital citizenship thrive (Think: "Discord for Kids")

- **Created the strategy and early prototype** for a kid-first LFG platform to ensure safe, age-appropriate community beyond IRL
- **Assembled a founding team** across engineering, partnerships, and product strategy; supported by advisors from top-tier tech leaders
- **Tackling a deep market and mission gap** as kids are pushed out of or forced into adult spaces; turning an unmet need into both a social good utility and multi-million ARR opportunity

FOUNDER – NEWSREACTOR (SOLD)

2005 – 2006

Bootstrapped, built, scaled, and sold a bespoke content aggregation platform tailored to Usenet's niche community needs

- **Built and monetized a news and community platform**, reaching 15,000+ monthly visits and 130,000 hits at peak.
- **Grew an engaged community of 5,000+ users**, leveraging organic virality and discussion-driven retention
- **Negotiated and completed a successful exit**, proving early instincts in **growth, engagement, and monetization**

RECOGNITION

- Key Talent & Special Stock Awards x6
- Great People, Great Performance Awards x3
- Community Award
- Gold Star Award
- Frontier Award

REFERENCES

Aakash Mandhar
Chief Technology Officer
aakash@k-id.com

Jeremy Britten
Principal Engineering Manager
jeremyb@microsoft.com

Eva McSweeney
Senior UX Designer
evamcsweeney@microsoft.com

Brad Davis
Principal Product Manager Lead
brdavi@microsoft.com

Dr. Anita Lam
Senior Corporate Legal Counsel
anilam@microsoft.com