

Rose Puglisi

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Senior-level Product Manager leading platform and data-driven SaaS products in regulated, public-facing environments. Uses analytics and customer insight to shape strategy and execution, owning initiatives end to end in close partnership with engineering and compliance teams.

PROFESSIONAL EXPERIENCE

Granicus (Formerly Simpleview Inc.)

September 2021 – Present

Product Manager – Strategy & Product Ownership

GovDelivery Platform

- Leading platform-wide event logging and journey tracking initiatives to improve auditability, compliance visibility, and customer insight across core platform workflows.
- Acting as compliance DRI for FedRAMP, GDPR, and WCAG; restored platform from near non-compliance to full ATO status, establishing audit-readiness dashboards and sustainable security practices.
- Reshaped team operations and meeting dynamics by formalizing SOPs and optimizing Confluence usage; reduced planning errors and delivery mismatches by ~30% across two PIs.
- Led modernization of CMS content components, including reusable bulletin templates and improved accessibility for public-facing interfaces.
- Introduced research-driven discovery processes that improved roadmap alignment and cross-team collaboration.

Book › Direct + CMS Suite

- Directed platform migration from AWS to Google Cloud, improving scalability and reducing infrastructure costs by ~15%.
- Re-architected the Book › Direct referral platform, supporting 250+ clients and reversing prior churn trends to achieve net customer growth.
- Delivered 10+ real-time performance dashboards for events, tours, and hotels, empowering 500+ clients and executives with actionable booking analytics.
- Partnered with Viator, Yelp, Ticketmaster, and Tripadvisor to expand API integrations, driving \$50K+ in referral revenue within 30 days of launch.

Earlier Experience

March 2017 – September 2021

SaaS Project & Sales Management

Personify

- Led client onboarding, training, and implementation efforts for enterprise SaaS products, coordinating API configuration, platform setup, and launch timelines.

GES

- Developed pricing strategies for national trade shows, strengthening client retention and repeat business.

Baltimore Convention Center

- Managed contracts generating up to \$5M per event, partnering with city officials on long-term agreements.

EDUCATION & CERTIFICATIONS

B.A. in Psychology, Loyola University • Product Strategy Certification, Kellogg Executive Education • Google Analytics Certification, Google • Product Analytics Certification, Pendo.io • Certified Scrum Product Owner (CSPO), Scrum Alliance • Advanced Certified Scrum Product Owner (A-CSPO), Scrum Alliance

Skills Snapshot: Roadmap Development • Data Strategy • Analytics & Dashboard Creation • Data-Informed Decision Making • Stakeholder Management • Product Ownership • Agile Team Leadership • SaaS Compliance • Modernization • User Experience • Performance Metrics & KPI Definition • Backlog Refinement

Results Snapshot: 1000+ customers • 8000+ users • 1M+ significant events/day • 10+ core dashboards • 30% planning accuracy improvement • 15% infra cost reduction • FedRAMP ATO achieved • 15+ beta launches