

Paulina Mei

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About me

Strategic Senior Product Manager with 8+ years launching 0→1 products across end-to-end user experiences, internal systems, and generative AI. Proven ability to define vision, align cross-functional teams from engineering to GTM, and execute end-to-end strategies that deliver high-impact results for businesses and consumers.

Core Competencies

0→1 Product Development | Platform Architecture | AI/ML Product Strategy | Data-Driven Decision Making | Cross-Functional Leadership | Go-to-Market Strategy | Scalable Systems Design

Professional Experience

Teachable | A creator economy platform helping individuals build scalable businesses through digital content

Senior Product Manager
Product Manager

April 2022 – Present
June 2021 – March 2022

- Defined and executed product strategy across core platform initiatives (Student Hub, AI curriculum tools, onboarding redesign, content manager, admin homepage), establishing Teachable's competitive position in creator education
- Architected end-to-end product strategy—from vision through GTM execution—aligning engineering, design, marketing, and sales to accelerate feature adoption by 98%
- Directed engineering partnerships to deliver scalable architecture, reduce delivery time for new features, and improve platform maintainability
- Leveraged data-driven insights (Sigma, Heap) and A/B testing to improve key engagement metrics post-launch

Impact:

- **Unlocked revenue potential** by driving 80% increase in learner engagement and 44% faster content access, directly improving creator retention and platform stickiness
- **Validated product-market fit** with 98% Student Hub adoption, positioning Teachable as the platform of choice for engaged learners
- **Improved user return rates by 40%** and **boosted content click-through by 54%** via navigation and discovery redesigns
- **Increased new creator product creation rates by 84.4%** by simplifying onboarding, accelerating time-to-value, and delivering faster "aha moments"
- **Led AI-first product strategy**, achieving 75% creator adoption and establishing Teachable as first-mover in AI-powered EdTech, strengthening competitive differentiation
- **Streamlined the course editor workflow**, resulting in a 95% reduction in page load times and a 98% decrease in page loads required, significantly boosting user efficiency

Convene | Workplace-as-a-service provider offering premium meeting, event, and flexible workspace solutions

Product Manager
Solutions Project Manager

July 2018 – May 2021
December 2017 – July 2018

- Architected and launched revenue-critical internal platform from ground zero, establishing scalable infrastructure for pricing, booking, and financial operations across \$150M in annual bookings
- Collaborated with executive stakeholders to gather requirements and align product roadmap with business priorities
- Delivered projects under aggressive timelines by coordinating cross-functional sprints and resolving technical blockers

Impact:

- **Achieved cost savings of over \$1M annually** by delivering a custom Salesforce solution six months ahead of schedule
- **Increased revenue by 15%** by implementing a dynamic pricing engine using real-time pricing strategies
- **Reduced operational bottlenecks by 50%** by launching an intuitive availability calendar and improving scheduling efficiency
- **Integrated third-party tools**, including Square for payments, Intacct for accounting, and Marketo for marketing automation, boosting workflow efficiency and campaign execution

Namely | Cloud-based human capital management platform delivering companies' payroll, benefits, and talent solutions

Implementation Consultant

November 2015 – December 2017

- Led 200+ enterprise HR software implementations, achieving 95% client satisfaction while identifying process improvements that reduced implementation time by 30%

Education

Bachelor of Science, Nutrition and Food Science - The University of Vermont