

Professional Summary

- MBA, with 15 years of technology product management, working in Scrum environments
- Excellent leadership skills. Let direct reports and cross-functional teams. Owned \$10M P&L
- Co-own Agentic Service layer that autonomously serves over 4M visits on help.salesforce.com
- Owned end-to-end delivery of products ranging from VoC, vision, strategy, pricing, build to launch
- Launched Operations automation for Allianz, increased efficiency 10% within 3-months
- Launched new product for EFI into US market with 10 initial sales (€1.5M revenue)
- Mentored Startups in all matters Product Management, Product/Market fit, pricing and GTM strategy
- Bilingual with fluent English and German. Lived and worked in Germany, Canada, Ireland, and US

Education

Durham University Business School | UK
University of Wuppertal | Germany
Boston University | Online

MBA
B.Sc. Communication Technology
Micro Master Digital Product Management

Work Experience

Feb 20 – Today **Salesforce | Ireland** **Senior Product Manager**

- Leading a team of 8 wonderful Product Owners
- Co-own agentic AI layer (Agentforce) on Salesforce' Help Portal with 4.2M monthly users
- Co-own help.salesforce.com Help Portal roadmap and feature prioritization with 4.2M monthly users
- Own delivery of [Customer Success Score](#) on Help incl. development of ML Recommendation Engine
- Ownership of a number of 0 to 1 projects from ideation to launch
- Leading conversations with Data Engineering to scope relevant data points for personalization
- Leading the Irish and Global BT Product Management Community of Practice

Sept 18 – Feb 20 **Fidelity Innovation Lab | Ireland** **Senior Product Manager**

- Led team of 7 engineers to build PoCs of Emerging Technologies (VR, crypto assets, quantum computing)
- Engaged with stakeholders to seek VoC input and pivot projects rapidly
- Applied Design Thinking processes to design a Minimal Viable Product for testing in-house
- Prepared business justification material to secure \$2M funding
- Led team to deliver 15+ prototypes in 16 months
- Launched Virtual Reality product that featured in [New York Times](#)

Apr 17 – Sept 18 **Allianz Partners | Ireland** **Senior Product Manager**

- Product Owner that delivered automation engine via 3 Scrum teams. Uplifted efficiency +10% in 3-months
- Stakeholder management across Operations, Marketing, Sales and Support
- Supported Head of Digital to develop digital transformation strategy
- Led newly formed Scrum team to develop Omni-Channel customer online portal

Aug 15 – Apr 17 **EFI | Ireland** **Senior Product Manager**

- Owned \$6M SW portfolio P&L, with 10% YoY growth of a Marketing Automation solution
- Owned product line covering roadmap, VoC, market and competitive analysis
- Developed business plan (business case, GTM strategy, key messaging, pitch books, sales decks)
- Supported B2B marketing campaigns, including traditional and social media

- Launched one new product to market and two major update releases for existing product
- Developed go-to-market strategy and sales material for launch of one new product in US market
- Expanded product into two adjacent markets
- Launched cloud hosted version as new product offering in US and Europe

May 14 – Aug 15 Microsoft | Ireland Program Manager | Customer Success

- Devised CX strategy based on VoC, academic/best practice research in agile and ambiguous environment
- Identified pain points in operational support model by analyzing historical data and customer interviews
- Build pilot projects addressing pain points such as a self-help portal or pro-active live chat technology
- Supported Group Director setting up a Support Channel-Shift Strategy
- Analyzed historic customer support data and developed a multi-level customer support strategy
- Advised other business units on CX actions they could take based on the customer support data

Apr 13 – May 14 Microsoft | Ireland Partner Business Manager

- Provided sales and operational support to partners and Microsoft subsidiaries (licensing, sales readiness)
- Localized and delivered partner readiness material (product launch support)
- Improved relationship between Austrian and Swiss subsidiaries and European Operations HQ in Dublin

Apr 12 – Nov 12 Shenick | Ireland Product Marketing Manager

- Developed go-to-market strategy and supported sales via enablement tools
- Managed OEM partner program and drove channel lead generation opportunities
- Redesigned digital marketing strategy and maintained social media and online presence

Feb 10 – Mar 12 Kodak | Canada Senior Product Manager

- Promoted to Senior Product Manager in 2010
- Owned \$10M P&L of global software portfolio
- Owned roadmap, business plan, market requirement document, and financial business case
- Verified product validity through market, product and competitive analysis
- Negotiated with partners to drive strategic sales partnerships
- Owned release readiness process and led development teams in Israel, China and Canada
- Developed new product pricing and provided financial KPI's and forecasts to leadership

Jan 08 – Feb 10 Kodak | Canada Product Marketing Manager

- Achieved 17% growth of \$93M software solutions in US and Canada, via direct and indirect channels
- Maintained market leading position by driving response to competitor moves
- Developed disruptive portfolio consolidation strategy
- Launched four major releases in two years. Pitched to leadership to secure funding for releases
- Managed portfolio forecasting, pricing and sales pipeline
- Presented value propositions across US at events and customer sites

Apr 07 – Dec 07 Canon | Germany Product Marketing Manager

- Managed Canon's professional software solutions portfolio end-to-end
- Supported Canon's direct and indirect sales channels through promotions and campaigns
- Contract negotiation and business support with Canon's OEM partners

Apr 05 – Apr 07 EFI | Germany Technical Product Manager

- Promoted to Technical Product Manager, 2005
- Managed OEM partnerships (Xerox, HP) — roadmap development, custom features, sales, marketing
- Launched new product components end-to-end (incl. demand research UI design, feature descriptions)
- Developed technical software specifications and managed correct implementation across diverse teams

Jun 02 – Apr 05 EFI | Germany Trainer

- International Sales and Partner Trainings on technical and none-technical topics
- Presented at Global Conferences and hosted partner workshops

References available on request