## **B2B Senior Product Manager**

# Gladys Mize

#### **Professional summary**

Results-driven Senior Product Manager with 10+ years of experience leading B2B product development in fast-paced technology environments. Expertise in driving growth through customer-centric product strategies, cross-functional team leadership, and scaling SaaS solutions for enterprise clients.

#### Experience

### **Senior Product Manager**

January 2021 - Now

Salesforce - San Francisco, CA /

- Lead product development for Salesforce's Enterprise Analytics Suite, increasing user engagement by 25% through data-driven insights and new feature enhancements.
- · Collaborate with sales, marketing, and engineering teams to prioritize feature backlog, resulting in a 40% faster time-to-market for key enterprise products.
- Manage a cross-functional team of 15 engineers and designers to launch a key integration with AWS, expanding the product's appeal to larger B2B clients.
- Establish and implement a customer feedback loop, improving product satisfaction by

#### **Product Manager**

May 2017 - December 2020

Zendesk - San Francisco, CA /

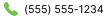
- · Spearheaded the development of Zendesk's Al-powered customer support tool for enterprises, driving a 20% increase in adoption among B2B clients.
- Analyzed product usage data to identify user needs, leading to the launch of a major UI redesign that improved onboarding time by 15%.
- · Worked closely with customer success teams to develop tailored solutions for Fortune 500 clients, improving retention by 10%.
- Drove market research initiatives to inform new feature development, ensuring product-market fit in competitive SaaS markets.

#### **Product Associate**

July 2015 - April 2017

HubSpot - Cambridge, MA /

- · Supported the launch of HubSpot's new CRM features, increasing usage among small-to-medium businesses by 35%.
- · Managed product documentation and internal communications to streamline launch processes and improve alignment across teams.
- · Conducted user interviews and customer research to identify pain points, feeding insights directly into product roadmaps.



gladysmize@email.com



San Francisco, CA

#### **Master of Business Administration** (MBA)

University of California, Berkeley, CA

Graduated: May 2015

#### **Bachelor of Science in Computer Science**

University of California, Los Angeles, CA

Graduated: May 2010

#### Certifications

- Certified Scrum Product Owner (CSPO) -Scrum Alliance, Completed: April 2019
- Google Analytics for Power Users Google Analytics Academy, Completed: November 2020

#### Skills

Product Lifecycle Management



SaaS Product Development



**B2B** Customer Segmentation



**Cross-Functional Team** Leadership



A/B Testing & Analytics



Agile & Scrum Methodologies



**Data-Driven Decision** Making

