B2B Senior Product Manager

Gladys Mize

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📍 San Francisco, CA

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 30%.

Product Manager

May 2017 - December 2020

Zendesk – San Francisco, CA /

- Spearheaded the development of Zendesk's AI-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.

Education

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

Skill	Rating
Product Lifecycle Management	◆◆◆◆◇
SaaS Product Development	◆◆◆◆◆
B2B Customer Segmentation	◆◆◆◆◆
Cross-Functional Team Leadership	◆◆◆◆◇
A/B Testing & Analytics	◆◆◆◆◆
Agile & Scrum Methodologies	◆◆◆◆◆
Data-Driven Decision Making	◆◆◆◆◇