

SUMMARY

B2B software product and commercial strategy professional with 6+ years of experience spanning product management, go-to-market, and revenue operations. Experienced in market segmentation, customer insights, positioning, messaging, pricing and packaging collaboration, sales enablement, launch strategy, and enterprise adoption. Strong track record owning complex product launches and translating technical products and customer needs into differentiated value propositions, compelling go-to-market narratives, and measurable commercial outcomes.

PROFESSIONAL EXPERIENCE

Product Manager, Braze

2024 - 2025

- Owned market selection and launch strategy for RCS across 11 U.S. and European markets, evaluating customer demand, competitive opportunity, SMS revenue, and carrier readiness; 40 enterprise customers initiated deployments within 90 days and received Google recognition as an RCS for Business partner
- Led cross-functional launch readiness across Product, Marketing, Sales, Customer Success, and delivery partners, shaping customer targeting and feature-launch sequencing within an SMS/RCS portfolio that grew ARR 50%+ YoY
- Shaped RCS positioning, competitive messaging, and ROI narratives with Product Marketing, bringing product, customer, and market insights into launch strategy and reviewing technical, product, and commercial claims across GTM materials
- Co-developed Sales and Customer Success enablement, including presentations, training walkthroughs, and customer documentation; presented launches to GTM teams and communicated RCS value, pricing, use cases, and SMS tradeoffs

Product Manager, ASAPP

2022 - 2023

- Led the WhatsApp channel launch, defining the V1 and evaluating regional messaging preferences, competitive alternatives, and pricing economics; reached 2M+ end users within 30 days
- Developed Sales and Customer Success playbooks covering WhatsApp positioning, use cases, ROI, pricing, onboarding, and multichannel strategy, supporting enterprise adoption and new commercial opportunities
- Partnered with a Fortune 100 enterprise customer to uncover operational requirements, communicate product tradeoffs, and shape a reusable configuration solution, helping retain an at-risk account and support a multimillion-dollar expansion

Product Manager, Artsy

2021 - 2022

- Redesigned marketplace search and ranking, contributing to 25% YoY growth in average order value and doubling monthly marketplace sales

Sales Operations Manager, Artsy

2018 - 2021

- Partnered with Marketing on Marketo automation, attribution methodology, and inbound lead qualification and routing, improving the infrastructure supporting demand generation and Sales handoffs
- Built executive revenue intelligence across acquisition, expansion, retention, and customer segments, creating a trusted source of commercial insight for leadership and a 70-person Sales organization

EDUCATION

University of Chicago

2013 - 2017

- B.A. Economics, Minor in Art History, Dean's List Honors

CAPABILITIES

Product Marketing & GTM: Market Segmentation • Customer Insights • Positioning • Messaging Strategy • Value Propositions • Product Launches • Competitive Analysis • Sales Enablement • Pricing & Packaging Collaboration • GTM Strategy

AI & Technical: LLM Workflows • Prompt Engineering • Retrieval & Grounding • Evaluation • Human-in-the-Loop • APIs • SQL • Python

Platforms: Salesforce • Marketo • Looker • Redshift