

Elena Marsh

Product Manager, B2B SaaS

Seattle, WA | (206) 555-0119 | elena.marsh@example.com | <https://linkedin.com/in/elenamarsh-pm>

PROFESSIONAL SUMMARY

Product manager with 7 years in B2B SaaS product roles, the last 4 owning self-serve onboarding and billing. Grew trial-to-paid conversion from 9% to 14% and launched usage-based pricing that added \$3.1M ARR in its first year. Works closely with design, engineering and sales from discovery to launch.

CORE COMPETENCIES

- Product: Discovery, Roadmapping, PRDs, Pricing and packaging, A/B testing, OKRs
- Data: SQL, Amplitude, Looker, Funnel and cohort analysis
- Tools: Jira, Figma, Notion, Productboard

PROFESSIONAL EXPERIENCE

Senior Product Manager, Growth

Apr 2022 – Present

Cedarloop Software | Seattle, WA

- Owned onboarding for a 40K-account workflow product; redesigned the first-week path from 25 interviews and funnel data, lifting trial-to-paid from 9% to 14%.
- Launched usage-based pricing with finance and sales, adding \$3.1M ARR in 12 months with churn flat.
- Set the quarterly roadmap for 2 squads (14 engineers) using a scored opportunity backlog shared with leadership.
- Ran 30+ A/B tests a year and retired the 6 features with no measurable use, cutting support tickets by 18%.

Product Manager

Aug 2019 – Mar 2022

Harborview Analytics | Portland, OR

- Shipped a scheduled-reports feature requested by 60% of enterprise prospects; it became a top-3 reason cited in won deals.
- Cut time-to-first-dashboard from 3 days to 40 minutes by adding templates and a sample dataset.
- Wrote PRDs and acceptance criteria for 2 engineering teams and ran weekly demos with customer advisory accounts.
- Interviewed 40+ customers a year and presented findings in a monthly insights review with design and sales.

Solutions Analyst

Jul 2016 – Jul 2019

Brightpath Software | Seattle, WA

- Ran 120+ customer implementations and logged their requests in a shared tracker that product used for planning.
- Spotted that 1 in 4 support tickets came from one import screen; the fix I proposed cut those tickets by 70%.
- Moved into product management after leading discovery for the import redesign.
- Built a SQL dashboard of implementation time by customer segment that product used to prioritize onboarding work.

EDUCATION

B.A. Economics — University of Washington

2012 – 2016