

LinkedIn Profile

Headline

Senior PM · B2B SaaS & PLG · I turn messy roadmaps into shipped outcomes
(activation, retention, revenue)

About

Most products don't fail for lack of ideas — they fail for lack of *focus*. My job is to find the one thing that moves the metric, and ship it.

Over 8 years in B2B SaaS I've taken products from 0→1 and scaled them: I cut onboarding drop-off in half (unlocking ~\$140k ARR), lifted mobile NPS from 14 to 38, and built an experiment program running 24 tests a quarter.

I work from the job the customer is hiring us for — not the feature list. Discovery first, then ruthless prioritisation, then a roadmap people actually believe.

Specialties: product strategy · continuous discovery · RICE/OKRs · activation & retention · experimentation · stakeholder alignment.

Open to senior/principal PM roles in B2B SaaS. Reach out — I'd love to talk.

Featured skills

Product Strategy · User Research · A/B Testing · Roadmapping · SQL · OKRs · Go-to-Market