

Paola Santiago

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Senior Technical Product Manager

Accomplished Senior Technical Product Manager with over five years of specialized experience in B2B SaaS environments across diverse cultural settings from North America to the UK. Skilled in spearheading sprints and championing continuous delivery processes, I adeptly navigate complex product ecosystems and lead cross-functional teams toward strategic business objectives while focusing on user-centered design. My robust technical foundation allows me to balance detailed technical requirements with overarching design goals, resulting in innovative, impactful software solutions. With a proven track record of adapting swiftly from government sectors to dynamic startup environments, I am recognized for exceptional leadership and communication abilities, fostering a culture of trust, collaboration, and continuous improvement among diverse stakeholders. Passionate about utilizing emerging technologies to enhance product functionality and drive organizational success.

SKILLS

Ideation | Product Management | A/B Testing | Mentoring | Leadership | Strategic Thinking | Problem Solving | Continuous Integration | Data Analysis | Agile | Process Analysis | Business Analysis | Risk Management | User Experience (UX) | Customer Journey Mapping | Market Research | Digital Transformation | Stakeholder Management

TECHNICAL PROFICIENCIES

Jira | Agile | Kanban | SCRUM | Linear | SQL | Python | Figma | ProductBoard | LucidChart | HTML | CSS | Adobe Suites | Google Suites | Microsoft Suite | Google Analytics | Wireframe | Prototyping

PROFESSIONAL EXPERIENCE

Director of Product Management

Union Realtime LLC | New York City, US (Remote)

Nov 23 - Present

Senior Technical Product Manager

Union Realtime LLC | New York City, US (Remote)

Jun 21 - Nov 23

Led the design and execution of the ManageSpace B2B PropTech Management Platform since inception. Completed several rounds of development cycles to include an end-to-end property management platform that encapsulates the customer leasing cycle, CRM, and Billing, and is enhanced by the 3D Model, AI-search bar prototype, automated workflows, and pluggable platform which collectively set a new standard in the industry. I strategically positioned our platform to capture a significant share of a

USD 1,536.4 million market, leveraging its unique property-agnostic capabilities to ensure broad applicability across various commercial real estate types. This innovative approach has positioned the product to potentially capture at least 1% of the market in its initial years.

Achievements included:

- Spearheaded the product to be ready to show at 4 national Las Vegas conventions, each time with great results as seen [here](#).
- Stepped into an interim managerial role during a critical restructuring period, demonstrating strong leadership and adaptability. Successfully navigated the company through two major layoffs by retaining staff morale and aligning reduced resources with core business objectives.
- Directed the successful completion of over 1,000 Jira and Linear tickets, significantly enhancing CRM systems, 3D modeling, and comprehensive lease management functionalities including reservations, move-ins, and move-outs.
- Championed fiscal product components such as billing, payment processing, taxes, and associated fees, ensuring compliance and efficiency in financial operations.
- Initiated and managed the design and development of prototype phases of AI-driven search functionalities and workflow systems
- Provided clear leadership and developed a go-to-market strategy including a feature roadmap to achieve commercial success.
- Collaborated with cross-functional teams to ensure alignment between product development and business objectives.
- Played a pivotal role in leading investor meetings and cultivating strong relationships with key stakeholders. My proactive relationship management ensured sustained investor confidence and support. My efforts were instrumental in securing significant funding for the company.
- Conducted in-depth interviews with over 30 early-stage users, a significant achievement given the pre-launch status of our product. This direct feedback was crucial in understanding user needs and expectations.
- Developed comprehensive product roadmaps and user personas based on real user data, which directly informed the Figma-based designs for our user experience (UX) team that drove the requirements for the development team.
- Led the design and iteration of user interfaces, ensuring that our product aligns with the identified needs and preferences of our target audience, setting a strong foundation for future user satisfaction and product usability.
- Highly strategic in approach, I lead both product strategy and execution, adept at translating high-level strategic concepts and goals into actionable items for technical teams.
- Excel at managing relationships across the board, working with developers, technical teams, and senior leaders to find compromise and drive all stakeholders towards unified goals.
- My role encompasses a broad scope as the go-to person in the organization for everything from strategy to investor and client relationships.

Product Manager

Occupyd | Edinburgh, UK

Jan 20 - Jun 21

Worked in a B2C 2-sided commercial property marketplace platform for British independent and corporate businesses spanning from restaurant owners to salon and beauty room

owners, to everything under commercial real estate. Due to the nature of this business during Covid, this business pivoted and is now known as Obvlo.

Achievement included:

- Set up and streamlined KPIs to align with monthly OKRs and analyse and present data in a weekly product meeting to monthly tactics and adjust accordingly which has yielded to 120% over OKR target
- Documents product requirements to use them for leading ideation workshops, iterate features with designers and developers before, updating documents after implementation
- Created initial UX flows and product documentation to manage the UX/UI designers and software engineers for a 4-month platform redesign
- Established a process to identify prospective users and interview them to create multiple user personas ranging from different industries, along with creating a Customer Retention Management prototype

Product Owner

Arcadis (Formerly known as IBI Group) | Toronto, Canada

Nov 19 - Jan 20

Technical Business Analyst

Arcadis (Formerly known as IBI Group) | Toronto, Canada

Apr 18 - Jan 20

Worked in a niche B2B SaaS transit management for US and Canadian governments and private sectors alike. Delivered a white-labeled platform that connects with 50+ APIs including Waze, Weather Network, Road Conditions, etc.

Achievement included:

- Leads and supports special projects ranging from \$50,000 to \$5 million products with its end-to-end product lifecycle in a fast-paced and scaling incubator within an international firm
- Coordinated meetings with multiple stakeholders and reviewed and reduced backlog tickets by 30% ensuring that business objectives were met
- Wrote and coordinated feedback on business cases and product prioritization using KPIs and OKRs
- Conduct usability testing and analyze trends using Google Analytics
- Responsible for rolling out new functionalities and bug fixes across all clients
- Leads design sessions across cross-functional teams including DEVS, UX, and QA for feature development and problem-solving urgent issues and bugs

Business Analyst/Project Manager

Ontario Government - Ministry of Education | Toronto, Canada

Apr 17 - Apr 18

Worked on an online form-building product that is white-label for different sections of the Ontario Government

Achievements included:

- Supported the development and implementation of business goals by gathering requirements, designing mock-ups, and leading the dev team to deliver 5 modules of an in-house framework system
- Proactively improved the customer experience by developing and leading a 10-month product strategy focusing on usability and user experience
- Illustrated a strong project management experience and delivered 2 product releases 1 month earlier than the original deadline
- Confidently review designs, present findings, and discuss any issues that may affect the implementation of their system during design sessions and requirements gathering
- Contribute to the agile development of digital products with up to 500 users by identifying client needs, leading usability testing, adjusting specifications, creating test cases and user stories, and supporting product deployments
- Oversee design sessions for five data collection products tailored to meet the needs of Ministry of Education clients
- Gather client requirements and create mock-ups and requirement documents for clients, developers, and QAs
- Enhanced the collaboration and efficiency of the development teams by creating product development framework documentation that outlines the key features of each product to minimize errors and avoid repeating work
- Delivered two product releases ahead of schedule as the Project Lead for one of the product collections and successfully improved client satisfaction with various legacy applications by enhancing user-friendliness
- Always received positive feedback from clients, managers, and project stakeholders for exceeding expectations

Data Analyst & Consultant (Summer Intern)

Toronto Region Immigrant Employment Council (TRIEC) | Toronto, Canada

Jun 16 - Oct 16

- Analyzed 5 years' worth of datasets which directed the product design and implementation for the modernization of the TRIEC mentor-mentee matching system.
- Designed the mentor-mentee matching system business rules and processes which reduced the manual process by 70% and improved matching by 30%
- Mined four years of participant data from a mentorship program to help the client better understand the data
- Created an 80-page report and proposal for a Matching System to match mentors with the most suitable apprentice
- Wrote the Matching System's architecture document and created five versions of the registration form prototype

Software Developer & Data Analyst (Campus Job)

University of Toronto | Toronto, Canada

May 16 - Aug 16

- Created a web scraper bot that returned 800 links of resources from the Veterans Affairs (VAC) website
- Cleaned the VAC links and created over 200 .xml and .txt files containing the metadata and content of each link
- Cleaned, organized, and tabulated over 1,000 posts from the Canadian Veterans Peer Support Facebook Group to support the development of the Safehouse mobile application that helps veterans connect with relevant resources
- Extracted and managed data from an mbox file using Python, Microsoft Excel, and IBM Watson

Research Assistant (Campus Job)

University of Toronto | Toronto, Canada

Jan 16 - Jan 17

- Designed a controlled vocabulary/coding scheme for 800 records (national job ads) in an Access database
- Co-authored a research paper based on the findings that was published in the New Library World journal

EDUCATION

University of Toronto

Aug 15 - Apr 17

Master of Information - Information Systems and Design

- Designed a process mining model for online communities that was presented at the iSchool Conference in 2017
- Published an original peer-reviewed article in iJournal by integrating data mining within a data warehouse using Python to extract and evaluate posts from a Personal Finance Canada sub-Reddit to understand online behaviours
- Contributed to a feasibility study for a social innovation site using design research and usability studies

Queen's University

Sep 11 - Apr 15

BAH Major in Sociology & Minor in Global Development Studies

- Dean's Honours List, GPA 3.85
- Completed a semester abroad at the University of Manchester

CERTIFICATE

- AI for Product Management, Pendo
- Certificate of Product Management, General Assembly
- Introduction to Generative AI, Google

LANGUAGES

- English (Native)
- Tagalog (Native)
- Spanish (Spoken/Reading/Written: Proficient)

COMMUNITY ACTIVITY/VOLUNTEERING

- Work with non-profits to help solve their website, technical, and system issues. These projects range from IT & website audits to analyzing data and building a scalable database.

INTERESTS

- Drawing/Painting
- Travelling
- Surfing
- Boxing