

Paola Santiago

DIRECTOR OF PRODUCT MANAGEMENT

Profile

Product Director with over 5 years experience as a Product Manager & Product Owner delivering B2C and B2B products to North American and European clients.

Employment History

Director of Product Management, Union Realtime, NYC (Remote)

NOVEMBER 2023 – PRESENT

Promoted to a director-level and continue to lead 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.

- 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.
- 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.

Senior Technical Product Manager, Union Realtime, Remote

JUNE 2021 – PRESENT

Works for a B2B SaaS property management product that provides clients with an all-in-one integrated and extensible platform. Ready for it to be out-of-the-box or customizable according to the business needs

- Led 32 sprints with a team of 5 developers where we were able to establish an AWS infrastructure, 3D Model, Lease Management, Stripe Payment Integration and rudimentary Billing & Invoices, AI-Smart Search, SQL report, Calendar/Events, Merchandise
- Established 30 product components with over 100 features, some including ambitious features including AI-search bar prototype, 3D Model, and automated workflow
- Distinguished as the sole product manager who led the team in creating a groundbreaking R&D project showcased at three prominent Las Vegas conferences, demonstrating expertise in innovation and contributing to the company's industry leadership.

Product Manager , Occupyd, Edinburgh, United Kingdom

JANUARY 2020 – JUNE 2021

Worked at a B2C 2-sided marketplace platform for British independent and corporate businesses dealing with commercial real estate.

Details

Chicago

US

+1 3124798226

paolamarie.santiago@gmail.com

Links

[LinkedIn](#)

Skills

A/B Testing

Adobe Suite

Agile and Scrum

Business Modelling

Data Analysis

Figma

Google Suite

HTML & CSS

JIRA

Lucidchart

Microsoft Office

Product Management

Python

Product Board

SQL

Wireframing

Wordpress

Languages

Tagalog

Spanish

Japanese

- Successfully led product management for the Occupyd marketplace, surpassing OKR targets by 120% through the strategic optimization of key funnels and alignment of metrics.
- Effectively communicated relevant information to the team through comprehensive weekly user behavior reports, contributing to an impressive annual user growth rate of 925%.

Business Systems Analyst/Product Owner, IBI Group, Toronto, Canada

APRIL 2018 — DECEMBER 2019

Worked at a B2B SaaS transit management for US and Canadian governments and private sectors alike.

- Led and supported special projects ranging from \$50,000 to \$5 million-dollar product with their end-to-end product life cycle in a fast-paced and scaling incubator within an international firm

Business Analyst , Ontario Government - Ministry of Education, Toronto, Canada

APRIL 2017 — APRIL 2018

Worked at a cloud white-labeled form builder product for the Educational boards and schools under the Ontario Government Ministry of Education

- Proactively improved the customer experience by developing and leading a 10-month product strategy focusing on usability and user experience

Education

Master of Information, Information Systems and Design, University of Toronto, Toronto

AUGUST 2015 — APRIL 2017

Honours Bachelor of Arts in Sociology , Queen's University, Kingston

SEPTEMBER 2011 — APRIL 2015

Certificates

AI for Product Management, Pendo

APRIL 2024 — APRIL 2024

Product Management Certificate, General Assembly

JANUARY 2019 — APRIL 2019

Extra-curricular activities

Volunteer Consultant, Catch a Fire

APRIL 2022 — PRESENT

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.

- Completed 9 projects and have been able to save a total impact of \$5,000
- Provided Figma prototypes to several organization, one was able to revise their website according to the 1-hour workshop

View more about my profile [here](#)

Testimonials

"Paola is a constant source of enthusiasm and inspiration. In her role as Product Manager she brought this enthusiasm every day and inspired the team to work more effectively. She has an excellent grasp of business requirements and communicates them effectively to the team. She is able to efficiently manage shifting priorities to ensure the team are delivering their absolute best within tight timeframes.

Above all, Paola was a pleasure to work with and I would not hesitate to recommend her."

"It was a pleasure working with Paola as our product manager. Her vibrant energy and positive attitude made every task enjoyable. Paola's professionalism, dedication and ability to motivate the team were unmatched. She ensured deadlines were met with attention to detail and strategic thinking. I highly recommend Paola to any team seeking a dynamic and effective product manager."

"Paola has a knack for making complex projects feel more manageable, thanks to her clear communication and organized approach. She's always prepared and consistently goes above and beyond to ensure that every milestone is not just completed, but excels in its objectives. She embraces challenges and is always eager to learn new skills, showing no hesitation when faced with complex tasks. She is great to work with, very communicative and clear when it comes to requirements and what the final outcome is supposed to be. I highly recommend Paola for any role where enthusiasm, integrity, and skill are valued."