OUTSTANDING LEADERSHIP:

THE INAUGURAL 2024 PRODUCT LEADER AWARDS

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Introducing Products That Count's Top Product Leaders:

Celebrating Excellence in Product Leadership

At Products That Count, we believe that great products are built by great leaders. Join us in celebrating the trailblazers of product leadership with the Inaugural Product Leader Awards, recognizing individuals who are setting new benchmarks for what it means to excel in the world of product management. These leaders successfully navigate the complexities of customer needs, market shifts, and technological advancements with agility and foresight, making a lasting impact on their organizations and industries.

This eBook is a tribute to their hard work, creativity, and determination. It captures the essence of leadership in the product space—offering readers a glimpse into the minds of those who are pushing boundaries and reimagining the future. Each winner has a unique story, but they all share a common trait: a relentless focus on delivering value. In this collection, you'll not only meet the innovators who have reshaped their industries but also uncover the key strategies, metrics, and principles that underpin their success.

Product leadership demands a deep understanding of customer behavior, operational excellence, and a strong commitment to continuous learning. As you read through this eBook, you'll discover how these award-winning leaders have mastered the art and science of product management.

We invite you to explore their journeys, learn from their insights, and be inspired to enhance your own leadership practices.

Insights from the 2024 Winners: What Makes Great Product Leaders

The question of what makes a great product leader is essential for anyone in the product space, and the data from this year's winners gives us clear answers.

Earlier this year, we produced the CPO Insights Report. We learned that companies with a CPO are more likely to succeed financially than their peers. We see the same thread in the product leaders' focus and priorities. Product is owning the business, outcome, and customers.

Similarly, Product Leaders who work closely with CPOs drive business outcomes and are held accountable for business-level metrics and Key Performance Indicators (KPIs). Among the metrics used by our winners top three show such level of accountability:

- Revenue or Gross Merchandise Value (GMV): This KPI measures the commercial success of digital platforms, showing how well a product drives revenue and market penetration. It serves as a fundamental gauge for growth strategies and market impact. Product leaders increasingly own and are held accountable for business outcomes such as topline revenue or GMV.

- Operational Expenditure (OpEx) Reduction: This KPI highlights the focus on sustaining profitability while scaling operations. Profitability was traditionally the domain of finance teams. We now see product leaders excel in managing OpEx to ensure efficient resource use without compromising product delivery speed or quality.

- Customer Satisfaction (CSAT) and Net Promoter Score (NPS): Product leaders prioritize customer feedback as a direct indicator of product performance. High scores here reflect a product's ability to meet or exceed customer expectations, building brand loyalty and promoting long-term growth.

Through their data-driven focus, the winners demonstrate the importance of blending operational efficiency, customer experience, and financial outcomes. Whether they prioritize reducing churn, increasing revenue per available room in hospitality, or optimizing product stickiness through usage metrics, these product leaders align their strategies with driving business-level outcomes.

Future Vision: Insights from Product Leader Winners

The next 3 to 5 years will witness a profound evolution in product management, as shared by the visionary product leaders who have excelled in the field. According to these leaders, the focus will shift from being purely customer-centric to balancing user needs with sustainable, profitable solutions. This transformation calls for product managers to expand their roles beyond crafting superior user experiences to becoming influential business leaders, responsible for driving both innovation and financial growth.

Strategic Leadership Powered by AI

These top product leaders emphasize that AI and automation will soon handle many routine product management tasks, allowing PMs to focus on broader, strategic goals. AI will play a crucial role in analyzing vast data sets, optimizing features, and personalizing user experiences, but it is the balance between AI-driven insights and human creativity that will set top performers apart.

Building a Holistic Skill Set

The winners agree: product management is evolving into a more comprehensive role that combines deep customer empathy with strong business acumen. Mastering financial principles, market trends, and profitability metrics will become essential. According to our winners, the successful product managers of the future will be those who not only understand what makes products succeed in the market but also how those products contribute to the broader business strategy.

Nurturing Innovation and Creative Problem-Solving

The product leaders highlight that creativity will be a key differentiator in this new era. Winners advocate for cross-functional collaboration, transparency, and a culture of experimentation as essential to future success. Creating a space for innovation, where ideas from across the team can thrive, will be crucial in driving forward both product development and business growth.

Our Sponsor

We would like to extend our sincere gratitude to Mighty Capital, the sponsor of the Product Leader Awards. Their unwavering support makes it possible to recognize the exceptional talent and innovation in the product management community. As a leading venture capital firm that invests in products that count, Mighty Capital shares our vision of empowering product leaders to drive growth and success across industries. Their partnership continues to elevate the impact of product leadership globally.

Who's who? Introducing the 2024 Top Product Leaders



Alana Abbitt:
"Inclusive Innovation Champion"

Alana Abbitt is a distinguished product leader whose diverse experience and commitment to inclusive innovation have made her a standout figure in the tech industry. Currently she is the VP and Head of Product at Miso Robotics, a start up focused on Kitchen AI and Automation. Previously she was Head of Product at Amazon.

Alana has demonstrated exceptional skill in driving growth and fostering innovation across multiple sectors, including e-commerce, fintech, and Smart devices (iOT/Robotics). Alana brings a unique perspective to product management. Her approach combines data-driven decision-making with a deep understanding of user needs, allowing her to create products that resonate with diverse audiences. Alana's expertise in building and leading high-performing teams has been crucial in navigating complex product landscapes and delivering impactful solutions.

Beyond her professional achievements, Alana is a passionate advocate for diversity and inclusion in tech. She actively champions initiatives that promote responsible innovation and inclusive product design, ensuring that the products she oversees cater to a wide range of users. Alana's commitment to mentoring and empowering the next generation of product leaders, particularly those from underrepresented backgrounds, further cements her status as a visionary leader in the field of product management.



Ariel Dos Santos:
“Visionary AI Product Innovator”

Ariel Dos Santos, SVP of Product and Design Growth at Redfin, is a trailblazing product leader who has made significant strides in revolutionizing the real estate industry through innovative technology. With his exceptional skills in creativity, strategic vision, and communication, Ariel has spearheaded groundbreaking initiatives that have positioned Redfin at the forefront of digital real estate solutions.

One of Ariel’s most notable achievements is the successful launch of Ask Redfin, the first real estate-focused AI conversational chatbot in the industry. This innovative product demonstrates Ariel’s ability to identify emerging technologies and apply them to solve real-world problems in the real estate sector. Under his leadership, Redfin has also introduced other game-changing features, such as the ability to redesign homes, showcasing his commitment to continuous improvement and user-centric design.

Ariel’s forward-thinking approach extends beyond product development to encompass a holistic view of business growth. He focuses on key performance indicators such as overall traffic growth, conversion rates, and market share, ensuring that product innovations directly contribute to Redfin’s business objectives. As the real estate industry continues to evolve, Ariel’s vision for the future of product management emphasizes the need for product leaders to develop a deep understanding of business dynamics and financial drivers. His ability to balance technological innovation with strategic business goals makes him a standout leader in the field of product management.



Bethany Gostanian:
“Agent of Product Metamorphosis”

Bethany Gostanian is a dynamic leader in the product management field, currently serving as Vice President of Product at Canto overseeing Product Management, UX and Product Operations. Bethany joined Canto a year ago with the remit to “relaunch” the Product team within the organization and drive the next generation of its product strategy. Starting with cross-functional relationships, she recognized the need for transparency to build trust and alignment with the GTM team early on. Bethany implemented quarterly roadmap presentations and “GTM & Product Interlock Sessions,” to establish feedback loops with other departments and bring clarity to roadmap status. These initiatives have been pivotal in building credibility and strengthening partnerships within Canto.

Bethany established Product Discovery and UX Research activities to bring the voice of the customer into the process as early as possible, and in partnership with Engineering she reorganized the technology teams into customer value-based pods with specific objectives & KPIs-- empowering them to create their own roadmaps and own their own outcomes. Bethany firmly believes in the power of the Product Tripod – Product, UX and Engineering – and feels that the best products are built when each party is equally represented throughout the development process. These efforts have been recognized both internally and by JMI Equity, Canto’s lead investor, who invited her to present her work as a case study at their Product & Technology Roundtable this year and named her to their 2024 Emerging Leader Program.

Bethany’s strategic vision also extends to resource management and long-term planning. Her approach to product strategy development balances company vision, competitive positioning and technological dependencies to outline multi-horizon objectives and a path to achieve them. Her innovative method of strategy development emphasizes human-centered design that satisfies the current needs of her customers while keeping an eye on where the market is heading. Bethany’s forward-thinking mindset ensures she remains at the forefront of industry trends, making her a true visionary in product leadership.



Brandy Wood:
“Customer-Centric Visionary”

Brandy Wood is a distinguished product leader with over a decade of experience in the tech industry. Currently serving as the Vice President of Product at Fiserv, Brandy has demonstrated exceptional skills in driving product strategy and execution. Her leadership has resulted in significant revenue growth and enhanced customer satisfaction, positioning her organization as a frontrunner in the competitive tech landscape.

Throughout her career, Brandy has consistently prioritized customer-centricity, leveraging data-driven insights to refine product features and streamline user experiences. Her ability to anticipate market trends and adapt product strategies accordingly has earned her recognition as a thought leader in the field. Brandy’s approach emphasizes collaboration and inclusivity, fostering an environment where diverse ideas flourish and lead to superior product outcomes.

Beyond her immediate role, Brandy actively engages with the product management community through mentorship and knowledge sharing. She frequently speaks at industry conferences and contributes to various publications, advocating for best practices in product management. Her dedication to professional development and community building underscores her belief that great products are born from collaboration and empathy. Brandy’s commitment to innovation, customer focus, and industry leadership makes her a deserving recipient of the Product Leader Excellence Award.



Brenda Reid:
“SaaS Product Leadership Excellence”

Brenda Reid is the Senior Vice President and General Manager of Talent & Learning Product Management at Cornerstone onDemand. With over 30 years of experience in the software industry, Brenda has been pivotal in navigating the complexities of a consolidating market while maintaining high growth and increasing organizational maturity. Her strategic focus on customer experience, design and cross-functional communication ensures that all teams are aligned and working towards shared goals, a critical factor in the company’s continued success.

Throughout her career, Brenda has excelled in leading complex product portfolios through phases of high growth and strategic sunsetting. Her ability to bring a people-first approach to process rigor and build high trust relationships with customers has been instrumental in enhancing delivery capacity. Brenda’s emphasis on retention, expansion and new growth has driven significant improvements in customer-centric delivery, and attach rates, positioning Cornerstone onDemand as a leader in the SaaS sector.

Brenda is deeply committed to adapting to technological changes and fostering workforce agility. She emphasizes the importance of leveraging a team’s strengths to maintain a competitive edge. Brenda advocates for the evolution of product management through the adoption of new technologies, such as generative AI, to streamline processes and automate critical KPI data. Her forward-thinking approach ensures that Cornerstone onDemand not only keeps pace with technological advancements but also leverages them to enhance product efficiency and innovation.



Elena Leonova:
“Efficiency and Visionary Strategist”

Elena Leonova, SVP of Product at Spryker, is a distinguished product leader who has made significant strides in the realm of platform product management. Her strategic vision and operational efficiency have been instrumental in driving Spryker’s digital commerce platform to new heights, earning recognition from Gartner as a Visionary solution in the market. This achievement underscores Elena’s ability to anticipate market trends and align product strategy to exceed customer expectations, positioning Spryker as an industry leader.

With over a decade of experience in product management, Elena has honed her superpowers of customer empathy, influencing without authority, and problem-solving skills. She has leveraged these abilities to optimize processes, reduce operational expenses, and significantly improve key performance indicators. Her focus on refining the customer journey has led to a notable reduction in time-to-first transaction on the platform, enhancing user experience and accelerating revenue growth.

Beyond her achievements at Spryker, Elena is committed to elevating the craft of platform product management within the broader community. She actively shares her expertise through articles, speaking engagements, and a webinar series focused on the nuances of managing platform products. Elena’s vision for the future of product management emphasizes the need for a holistic skill set that balances customer empathy with strong business acumen, preparing for an era where profitability and sustainability are as crucial as customer satisfaction.



Ken Houseman:
“Commerce Transformation Expert”

Ken Houseman is an accomplished VP of Product Strategy at Zuora, known for his ability to balance operational, technical, financial, and growth-oriented leadership. With a career spanning influential roles at industry giants like Oracle, Nike and The New York Times, Ken has consistently demonstrated his prowess in driving product vision across diverse industries and organizations.

At Nike, Ken was part of the transformation of finance systems from a wholesale to a retail-focused model. His use of artificial intelligence to simultaneously reduce operational costs and boosted revenue through enhanced customer experiences. His tenure at The New York Times was spent transforming the subscription commerce systems through modern digital payments, high impact fraud management, enhanced billing, and automated revenue recognition processes.

Ken’s particular approach to product management relies on his ability to reframe backend commerce systems from mere operational necessities to powerful drivers of growth and revenue retention. By connecting billing data and customer information to inform upsell strategies, acquisition targeting, and revenue leakage reduction, he has reshaped perceptions of “back office” systems. His vision and leadership has resulted in millions of dollars of annual cost reduction, reduced involuntary churn, better analytical insights, and improved customer experiences at some of the largest and most well known global brands. Ken’s leadership combining cloud-based solutions, custom built feature sets, and order-to-cash functional expertise has cemented his reputation as a transformative force in product strategy.



Kristen Johansen:
“Democracy Trailblazer”

Kristen Johansen serves as the Vice President of Product at ActBlue, where she has been instrumental in establishing product management as a core discipline within the organization. With a strong focus on customer insights and partnerships, Kristen has successfully driven initiatives that have enhanced user experience and platform scalability to enable record-breaking Democratic fundraising on ActBlue. Her strategic vision and emphasis on customer insights have been pivotal in aligning product development with users’ key jobs-to-be-done, ensuring that ActBlue remains at the forefront of innovation in the political tech space.

Kristen has built a robust framework for managing technical debt and optimizing the product portfolio, and under her leadership ActBlue has seen significant improvements in revenue metrics and cost efficiency. Her collaboration with ActBlue’s VP of Engineering on tech strategy has been crucial in maintaining a balance between innovation and operational stability, allowing the organization to adapt swiftly to technological changes and respond to meet the political moment.

Kristen’s leadership and commitment to data-driven decision-making and strategic foresight has positioned ActBlue as a leader in the political technology space, building on a culture of excellence and innovation to help fuel Democratic wins in 2024 and beyond.



Lee Cooper:

“Digital Broadcasting Torchbearer”

Lee Cooper is the Vice President of Product & Technology at BBC Studios, where he has been recognized for his exceptional ability to lead diverse product portfolios. With a focus on adaptability, resilience, and cross-functional collaboration, Lee has successfully navigated one of the busiest and most rewarding years of his career. His efforts have been instrumental in aligning commercial strategy with desired outcomes, delivering quality, value-driven products that provide a transformational platform for the business.

In his role, Lee has been tasked with creating a product that supports BBC Studios’ digital aspirations, including increasing revenue and customer engagement. Achieving this required a significant shift from long-standing product and tech strategies, a challenge Lee met with his expertise in influencing without authority and fostering collaboration across teams. His leadership has empowered his team to overcome obstacles, make informed decisions, and drive the product proposition forward.

Lee’s recent achievements include the successful rebuilding of BBC.COM. By fostering a high-performing team and ensuring transparent communication, he has consistently delivered on commitments that many deemed impossible. His ability to negotiate, compromise, and collaborate across divisions has been key to realizing the benefits and value of his strategic initiatives, positioning BBC Studios for continued growth and success.



Lucy Huang:
"Milestone Pathfinder"

Luxi Huang was the Senior Vice President of Product and Engineering at Storyblocks, where she made a significant impact by unifying and transforming her teams into a world-class operation. Her leadership was pivotal in setting product delivery standards and aligning core competencies with leadership expectations. Through transparent, data-driven decision-making and clear communication, Luxi fostered a unified sense of purpose and urgency, aligning technical priorities with company growth to create a better future for both customers and the organization.

In her expanded role, Luxi excelled in bridging the gap between technical teams and the C-suite. By translating technical initiatives into clear ROI terms, she secured support and created space for crucial projects that drive future success. Her efforts have not only aligned product and technical priorities with business goals but also rebuilt trust and accountability within the organization. Luxi's strategic approach was instrumental in fostering collaboration and securing the backing of key stakeholders.

Luxi's achievements included the successful transformation of Product and Engineering into a cohesive unit focused on product quality and business impact. She led her team in defining standards for a world-class operation, emphasizing observability, automated testing, site performance, and user experience. Luxi and her leadership team established a rhythm of regular reviews and milestone celebrations to foster accountability and maintain momentum. These efforts not only increased product reliability but also the team's ability to deliver value, positioning the company for sustained growth.



Neha Monga:
"Dynamic Growth Innovator"

Neha Monga is the Head of Product at Lattice, where she has made a remarkable impact by turning around the core business. Within months of joining, Neha focused on boosting customer retention and driving consistent growth. Her strategic vision and customer empathy have been crucial in revitalizing innovation efforts, launching Lattice's first AI product, and creating a new revenue stream that contributed significantly to the company's overall growth.

Before joining Lattice, Neha's experience at Meta, where she generated significant revenue through ecommerce ads, informed her approach to product development. Her ability to align product strategy with customer needs has resulted in high customer satisfaction and renewed growth. Neha's leadership has not only addressed core business challenges but also positioned Lattice for continued success in a competitive market.

Her focus on revenue growth, customer satisfaction, and adaptability to market dynamics showcases her forward-thinking approach. By deepening her expertise in B2B SAAS and embracing AI advancements, Neha is poised to lead the product management function into a future that prioritizes strategic, business-centric, and customer-focused innovation.



Nicole Castillo:

"Empowering Innovation Through Inclusion"

Nicole Castillo is the Vice President of Strategic Products at News Corp, where her leadership takes a people-focused approach. Known for her optimism, adaptability and resilience, Nicole continuously manages change within her organization by fostereding cross-functional collaboration. Her ability to communicate strategically motivates her team to focus on value and achieve measurable goals.

Nicole has championed key initiatives, such as organizing a Global Women in Technology conference that spanned eight in-person locations and attracted over 700 internal attendees. Her leadership in spearheading AI efforts has involved collaborating with C-suite executives to define how AI can transform the company. These initiatives underscore her commitment to innovation and her ability to engage and inspire diverse teams.

She emphasizes hiring smart, passionate individuals and encourages continuous learning and upskilling. She also places high importance on mentoring new and aspiring product managers. By leveraging AI tools as part of a product manager's toolkit, Nicole envisions a future where product managers can focus more on strategic thinking, enabling them to adapt and thrive in an evolving technological landscape.



Nissim Lehyani:
“Superhero Product Leader”

Nissim Lehyani is the Vice President of Product at Life360, where he helps millions of families stay safe, following an accomplished tenure at Indeed, where he oversaw a consumer product portfolio and led growth. Renowned for his data-informed decision-making and innovative approach, Nissim has led cross-functional teams to remarkable achievements, from building products at GoDaddy that help businesses grow online to revamping Indeed’s job application platform to become the world’s largest which facilitates billions of job applications annually, resulting in 25 hires per minute, showcasing his ability to deliver immense value and impact.

Nissim’s entrepreneurial spirit and focus on user experience drove the creation of new world-class products that delight users and expanded market reach. His strategic insights, honed from founding and building Shopial, a startup that was acquired, helped the team recognize when products had reached their peak and guided them toward innovative solutions that pushed boundaries. This approach not only enhanced product offerings but also ensured sustained growth and success.

Nissim envisions the rise of the “super product manager,” leveraging AI to create tools that provide customer insights, analyze data and streamline UX and MVP development. His commitment to resource management and prioritization has empowered his teams to achieve more with less, maintaining a sharp focus on delivering results. Through his visionary leadership, Nissim continues to shape the future of product management, driving innovation and excellence in every endeavor.



Ridhima Arora:
"Automation Catalyst"

Ridhima Arora is a visionary Group Product Manager at Walmart eCommerce, celebrated for her exceptional leadership and innovative strategies. Over the past year, she has significantly impacted key performance indicators by leveraging clear and transparent communication to align cross-functional teams. Her compassionate leadership style fosters an environment where team members feel valued and empowered, driving higher engagement and performance. Ridhima's deep understanding of customer needs and team dynamics has led to product features that resonate with customers, enhancing satisfaction and conversion rates.

A standout achievement in Ridhima's career is leading the product management of a 0-1 platform that enhances the customer's Discovery experience, optimizing efficiency by saving engineering effort and person-hours, accelerating time to market, and showcasing her ability to drive innovation from the ground up, delivering both customer value and operational excellence.By understanding engineering pain points and collaborating closely with her team, she prioritized features that delivered maximum value.This innovative platform enables the product to focus on core customer excellence, responding swiftly to market and customer needs. Ridhima's focus on nurturing creativity and problem-solving has resulted in a more effective platform and reinforced team ownership and pride.

Looking ahead, Ridhima is committed to driving innovation in platform development and sustainability, creating efficient, environmentally responsible solutions that deliver exceptional value and a positive impact on the planet. The efficiency gained from her platform will enable faster, more streamlined product development, benefiting the product, business, and engineering teams - ultimately all in favor of delivering unparalleled outcomes for the customer.Ridhima envisions eCommerce product management to be increasingly driven by AI and sustainability, where technology and environmental stewardship work in tandem. Her leadership exemplifies the power of blending technical excellence with strong people management and innovative problem-solving.



Robin Reynolds:
“The Pivot Prodigy”

Robin Reynolds is the Vice President of Product at TrueNorth Technologies, where she has demonstrated remarkable career progression and an impressive background in product management. Known for her hands-on learning approach, Robin excels in cross-functional collaboration, problem-solving, and maintaining a strong focus on user experience. Her philosophy is centered around understanding the right customer needs to build the right products, which has driven significant improvements in customer conversion, retention, and revenue growth.

Robin is passionate about building high-functioning teams that can adapt quickly, execute with precision, and enjoy the process. She prioritizes feature development by ensuring constant communication with customers, keeping essential tasks at the forefront to deliver impactful solutions. Her leadership style emphasizes team cohesion and enjoyment, fostering an environment where team members thrive and contribute their best work.

Looking to the future, Robin is excited about the potential of AI to automate story writing and prioritization tasks, allowing her team to focus more on strategic planning and long-term vision. Despite her impressive achievements, she recognizes the need for increased external engagement to further enhance her impact in the industry. Robin’s dedication to innovation and her strategic foresight continue to drive TrueNorth Technologies toward new heights.



Rohit Taneja:
“Transformational AI Innovator”

Rohit Taneja is a Senior Product Manager at Choice Hotels International, known for his impressive career trajectory from a technical analyst to a senior product manager over a decade. Self-taught and driven by a passion for innovation, Rohit has consistently delivered significant business results. His leadership in developing AI/ML-powered products in hospitality demonstrates his ability to leverage cutting-edge technology for business growth. Rohit’s strategic thinking and customer-centric approach have been pivotal in driving revenue and enhancing customer loyalty.

One of Rohit’s standout achievements is his role in pioneering a cloud-based Central Reservation System, which diversified revenue streams and positioned the organization as a leader in cloud technology. His work in the product management of the industry-leading co-brand program, recognized by major publications, significantly boosted loyalty member contribution and generated substantial additional value. Rohit’s ability to influence without authority and his strong problem-solving skills have been instrumental in driving these successes and delivering impactful results

Looking forward, Rohit envisions integrating AI into product management to enhance efficiency and focus on strategic, long-term goals. He is committed to continuous learning and staying ahead of industry trends to maintain his edge as a product leader. Rohit’s innovative mindset and strategic leadership continue to drive the organization toward new heights, making him a standout figure in the hospitality industry.



Rosa Welton:
“Payroll Powerhouse”

Rosa Welton serves as the Director of Product Management at Intuit, where she has expertly navigated the journey from ideation to product release. With 20 years of experience, Rosa has honed her skills on the job, demonstrating exceptional communication, cross-functional collaboration, and adaptability. Her recent achievement involves creating a human- and AI-powered expert service that integrates various business units and design teams. This innovative service, launched in August 2024, addresses pressing customer needs and has already shown high satisfaction and retention metrics.

Rosa’s leadership style is characterized by her ability to inspire through storytelling, drive results through measurement, and innovate through experimentation. She has successfully coached a cross-functional team to deliver a high-quality service focused on customer needs, particularly in helping small businesses navigate payroll compliance. Her adaptability and resilience have been crucial in overcoming challenges such as staffing shifts and securing executive support, allowing her to build strong organizational influence and partnerships.

Looking to the future, Rosa envisions product managers becoming thought leaders in their domains as automation handles more routine tasks. She is committed to developing leadership, relationship, and influencing skills, ensuring she remains at the forefront of industry trends and customer needs. Rosa’s strategic vision and ability to execute complex projects make her a standout leader in product management, continually driving innovation and value at Intuit. Rosa is also the co-founder of the Latinas in Product LinkedIn group, and is invested in developing future product leaders.



Sean Gillispie:
"Collaborative Coach"

Sean Gillispie is a seasoned Product Coach at Vecteris, distinguished by his dedication to launching impactful products and advancing the careers of fellow product managers. With over a decade of experience in product management, Sean has played a pivotal role in transforming Vecteris from a consulting firm into a productized, membership-based advisory company. His adaptability and resilience have been crucial in navigating this transition, enabling him to effectively coach dozens of product leaders across various industries, including companies like Finit, CBRE, and InfoTrust.

Sean's approach to product management is rooted in cross-functional collaboration and data-driven decision-making. He excels in fostering strong partnerships with stakeholders, ensuring that new ways of working take root and thrive. His coaching has empowered organizations to clearly define their vision and customer problems, validate concepts through rigorous research, and launch successful products. This collaborative process has collectively added millions of dollars in annual recurring revenue (ARR) to their businesses, showcasing Sean's ability to drive commercial success.

Looking ahead, Sean is committed to exploring the integration of AI into product management to enhance efficiency and strategic focus. He is actively involved in research on commercializing products within B2B services organizations, contributing to a forthcoming book titled "Commercialize: How to Monetize, Sell, and Market Productized Offerings in B2B Professional Services." Sean's innovative mindset and strategic leadership continue to make a significant impact, both within Vecteris and the broader product management community.



Sudha Mahajan:
Customer Advocate & Growth Leader"

Sudha Mahajan is Partner of Product Management at Microsoft, recognized for her impressive career growth and impactful leadership across various companies. With a focus on enhanced customer experience, better communication, cross-functional collaboration, and customer empathy, Sudha has successfully built products and partnerships with industry leaders to develop comprehensive ecosystems. Her ability to understand customer pain points and needs has enabled her teams to create solutions that address real-world challenges, driving business growth and improving customer satisfaction year after year.

Sudha's achievements include building hyper-growth services from enterprise to consumers covering vast industries like cloud computing to retail and advertising. She has been in forefront of enhancing the security posture of her company's offerings, and simplifying the service portfolio to improve user experience. These initiatives have resulted in significant improvements in products, increased customer satisfaction, and reduced costs. Her strategic vision involves leveraging AI and advanced analytics for deeper customer insights, ensuring that her team remains at the forefront of technological advancements while maintaining a focus on ethical product development.

Looking forward, Sudha aspires to be a leader with laser focus on developing products which customers love, by stepping into a chief product officer role. She envisions a future where product managers are more data-driven and play a crucial role in shaping interconnected services and fostering partnerships. Her commitment to innovation and leadership continues to inspire her team to deliver seamless customer experiences and maintain a competitive edge in the industry



Henu Kotia:
"Global Innovator"

As the Group Director of Product Management at Walmart, Henu Kotia has demonstrated exceptional leadership and made significant strides in refining product strategy and improving operational efficiencies. With over a decade of experience, Henu has honed her skills in product management and leadership, mastering the art of influencing without authority, prioritization, and time management. Her ability to navigate complex stakeholder relationships has been instrumental in securing buy-in for critical initiatives, such as the GenAI council, and aligning stakeholders around a shared vision.

Under Henu's leadership, Walmart has experienced remarkable improvements in time-to-market and resource utilization. By implementing innovative tools for backlog visualization, she has optimized workflows and prioritized tasks based on strategic alignment and customer impact. These efforts have not only streamlined processes but also enhanced the effectiveness of product development, resulting in exceptional customer experiences and sustained business growth.

Henu's vision for the future is centered around harnessing technological advancements to drive growth and improve customer experiences. She is focused on leveraging AI and automation to enhance decision-making, streamline processes, and drive innovation. Her commitment to continuous learning and adaptability ensures that her team is well-positioned to navigate the ever-changing retail landscape and stay ahead of the competition.

Overall, Henu's leadership and vision for the future are centered around creating a customer-centric, data-driven, and innovative product organization that is well-positioned to drive growth and success for Walmart. Her commitment to continuous learning and adaptability ensures that her team is well-equipped to navigate the ever-changing retail landscape and stay ahead of the competition.



Sharon Plasser:
"The Empowerment Architect"

Sharon Plasser is the Vice President of Product Management at Sam's Club, where she has made a significant impact with her visionary leadership of strategic initiatives. With over 10 years of product experience, Sharon honed her skills by focusing on user experience and creating competitive differentiators that amplify business results. She has successfully led high-performing teams, fostering a culture of trust, high standards, and impact. This approach has empowered her team to act autonomously, resulting in a cohesive and dynamic organization that consistently delivers exceptional results.

Sam's Club has seen remarkable achievements, including the implementation of transformative initiatives that serve as change agents for the future. Sharon is particularly proud of the growth and successes of every product manager in her organization, emphasizing the importance of critical thinking and judgment. Her strategic focus on preventing errors, optimization engines, and leveraging AI/ML data models has driven significant incremental business impact and improved associate productivity, showcasing her ability to align technology with business goals.

Looking forward, Sharon is committed to addressing the challenge of managing technical debt by integrating it into the normal rhythm of software development. Her future vision involves preparing her teams for the rapid advancements in AI, ensuring they can efficiently identify signals through noise and maintain a constant focus on user experience. Sharon's leadership continues to position Sam's Club at the forefront of digital transformation, driving innovation and sustained growth.

PRODUCTS THAT COUNT

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- Thousands of resources, including webinars, podcasts, articles, and insight reports.
- Recognizing top products and leaders through our Product Awards, Product Manager Awards & CPO Awards.
- Best practices from C/VP-level product leaders from companies such as Netflix, Amazon, Meta, and Etsy.
- A focus on answering the question, “What makes a great product?”
- A commitment to respect, valuing each other’s contributions and diverse perspectives.











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