

PRODUCT & TECHNOLOGY LEADER · AI · DIGITAL EXPERIENCE · PLATFORM · COMMERCE

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SUMMARY

I am a first-principles product and technology leader with an unusual combination of commercial scale, enterprise product leadership, and hands-on technical depth. I owned Tesla Shop as it grew into a global ecommerce business generating more than \$200 million annually across 40+ markets. I now lead product strategy across Siemens' global digital experience. In parallel, I independently conceived, architected, designed, and engineered a production multi-tenant AI platform from first principles. I am insatiably curious, highly analytical, and hands-on. I flow comfortably from customer and business problems into product strategy, system architecture, engineering, launch, and measurement. I have built products from zero, operated them at global scale, and led complex enterprise transformation.

VENTURE INCUBATION & CATEGORY DEVELOPMENT

DEMMANND

2026 – Present

demmannd.com

Conceived, architected, designed, and engineered an AI-native platform that replaces a fragmented B2B digital stack with an always-on intelligence system organized around business outcomes. Built the multi-tenant production platform from first principles as sole product manager, designer, architect, and engineer.

- Reimagined B2B demand intelligence around the behavior that precedes identification, using behavioral and conversational signals to understand buyer intent and determine what experience or action should happen next.
- Architected an always-on intelligence loop in which every signal updates a living business graph; that intelligence immediately informs inference, recommendations, projections, actions, and customer experiences; and resulting interactions create new intelligence.
- Engineered real-time personalization that infers persona and buying-group composition at ~80% confidence, adapting the digital experience live as behavioral and conversational signals change the platform's understanding of the buyer.
- Built every layer of the production platform, including graph and data architecture, backend, operator workbench, component system, tenant-facing sites, conversational experience, provider-agnostic AI architecture, analytics, authentication, multi-tenant infrastructure, and job-level AI cost telemetry.
- Created Return on Intelligence, an original KPI model measuring whether accumulated customer and market intelligence produces better decisions, experiences, and actions against business outcomes; DEMMANND.com itself operates on the live platform alongside fully realized demonstration tenants.

EXPERIENCE

Senior Product Manager

2024 – Present

Siemens AG

Lead product strategy for Siemens' global digital presence across web experience, CMS, component architecture, MarTech, personalization, content operations, discovery, and customer-signal capture.

- Lead the transformation of 10+ independently operated domains and subdomains into a unified Siemens.com experience, aligning platform, CMS, content, MarTech, and migration strategy around a single global customer experience.
- Force scope and investment prioritization around customer impact, separating business-critical capabilities from legacy complexity while applying AI to migration, translation, and operational workflows.
- Drive product alignment across campaign-planning technology supporting \$30M+ in annual marketing spend, focusing competing stakeholders on shared value, non-negotiable capabilities, and highest-impact roadmap priorities.
- Expanded Product from delivery into business decision-making, embedding measurable customer, business, and stakeholder outcomes into how senior stakeholders evaluate priorities and technology investments.

Product Manager, Digital Customer Experience

2022 – 2024

Siemens Digital Industries Software

One of the first five Product Managers hired into the organization, helping establish product management within an engineering-led digital organization.

- Introduced roadmap ownership, structured discovery, prioritization, and outcome-based decision-making, shifting stakeholders from request-driven delivery toward measurable customer and business value.
- Led cross-functional teams of 10-15 across a product practice spanning 4+ global teams, translating fragmented demand into coherent product priorities and executable roadmaps.
- Launched Mini Finder, doubling time on page and resources engaged, while transmitting customer-interest and buying-group signals into sales workflows.
- Created the Digital Experience Acquisition Integration Playbook, establishing a repeatable framework spanning technology integration, rebranding, and site migration and piloting it during the Altair integration.

Senior Program Manager, Global Merchandising | Associate Program Manager | Coordinator, Aftermarket Accessories 2017 - 2022
[Tesla](#)

Grew with Tesla's ecommerce business from an early Shopify storefront into a global digital commerce operation generating \$200M+ annually across 40+ markets, progressing to end-to-end product ownership of Tesla Shop.

- Scaled Tesla Shop into a global digital commerce platform, owning its product roadmap, feature portfolio, backlog, business requirements, platform capabilities, international expansion, and KPI performance.
- Ideated and delivered Warp Returns, Tesla's proprietary global returns platform, transforming a manual spreadsheet-, email-, and shipping-label process into self-service infrastructure connecting ecommerce, global warehouses, communications, and regional carriers.
- Turned returns into product intelligence, incorporating serial-number capture, defect telemetry, engineering exception routing, and product disposition logic into the global returns experience.
- Selected for high-visibility zero-to-one work outside the core roadmap, including Tesla Tequila, Tesla Gift Card, and physical point-of-sale experiences for major Gigafactory events.

Manager, Customer Experience • Coordinator, Customer Experience 2015 - 2017
[Milk Bar](#)

- Led a six-person Customer Experience team through rapid commercial expansion, helping launch ecommerce and scale shipped-food operations as the business expanded its physical and production footprint.

Manager, Retail Operations 2011 - 2014
[Tapestry](#)

Managed retail operations across multiple Boston-area stores spanning inventory, customer experience, and back-of-house operations.

Classical Ballet Teacher 2007 - 2015
[Boston Area](#)

Taught classical ballet to children and adults across 5+ Boston-area schools, developing technique, artistry, and young performers.

EDUCATION & CERTIFICATIONS

Providence College • BA, English • 2006-2010

Six Sigma Black Belt

Six Sigma Green Belt

SKILLS

Product • Product strategy, 0-to-1 product development, roadmap ownership, discovery, prioritization, product transformation, platform strategy, experimentation, OKRs

AI & Digital • Agentic AI, LLMs, knowledge graphs, conversational AI, real-time personalization, multi-tenant SaaS, digital experience, ecommerce, CMS, MarTech

Leadership & Delivery • Executive stakeholder management, cross-functional leadership, Agile/Scrum, analytics, A/B and multivariate testing, Jira, Adobe Analytics