

SENIOR PRODUCT MANAGER · B2B SOFTWARE

Maya Chen

Product leader translating complex infrastructure into products teams can adopt and trust.

EXPERIENCE

8 years

B2B software

PRODUCTS
SHIPPED**6**

0 → scale

TEAM SCOPE

**14
people**

cross-functional

LOCATION

Toronto

open to remote

EXECUTIVE READ

Senior product manager with experience across observability, developer tooling, and enterprise onboarding. Strong in research, product strategy, launch planning, and measurable adoption work.

01

Senior Product Manager · Northstar Labs

Led a platform repositioning that moved enterprise activation from 31% to 46%; introduced evidence reviews that cut avoidable support escalations by 22%.

02

Product Manager · Relay Systems

Shipped a workflow builder used by 1,800 weekly teams and redesigned the onboarding path from six disconnected steps to one guided setup.

03

Associate PM · Fieldwork

Owned customer research and release operations for a collaboration product serving distributed design teams.

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Evidence, decisions, and a usable handoff

The complete file keeps the working structure editable and the review points visible.

CAPABILITY	EVIDENCE	TOOLS	DEPTH
Product strategy	Three annual plans	Docs · Sheets	Advanced
Data analysis	Activation and retention	SQL · Looker	Advanced
Research	120+ interviews	Dovetail · Figma	Advanced
Delivery	Six major launches	Linear · GitHub	Advanced

DECISION / NEXT REVIEW

Target roles: Senior Product Manager, Platform Product Manager, or Product Lead at a B2B software company.

QUALITY NOTE

Illustrative sample · fictional company and data. Values, names, and links in this sample must not be treated as production facts.