

Sofia Ramirez

Senior Product Manager

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PROFESSIONAL SUMMARY

Senior product manager with 8 years leading B2B SaaS products from discovery to scale. Combines data-driven roadmapping, tight engineering partnership and customer obsession to ship products that grow adoption and revenue.

KEY ACHIEVEMENTS

- Grew active accounts 46% in 18 months on an \$18M ARR product line.
- Lifted trial-to-paid conversion from 9% to 15% with a self-serve onboarding flow.
- Improved feature adoption 28% through continuous customer discovery.

CORE COMPETENCIES

Product: Roadmapping, Discovery, Prioritization (RICE), OKRs, Go-to-Market

Data: SQL, Amplitude, A/B Testing, Funnel Analysis

Tools: Jira, Figma, Productboard, Looker

EXPERIENCE

Senior Product Manager

Feb 2021 – Present

Flowstate Software — San Francisco, CA

- Owned the workflow-automation product line (\$18M ARR), defining a roadmap that grew active accounts by 46% in 18 months.
- Launched a self-serve onboarding flow that lifted trial-to-paid conversion from 9% to 15%.
- Ran continuous discovery (40+ customer interviews/quarter) to reprioritize the backlog, improving feature adoption by 28%.
- Aligned engineering, design and marketing on quarterly OKRs, shipping 3 major releases on schedule.

Product Manager

Jun 2017 – Jan 2021

Harbor Analytics — San Francisco, CA

- Defined and shipped a reporting module adopted by 65% of the customer base within two quarters.
- Used SQL and Amplitude to identify a drop-off point, then led a redesign that reduced churn in the first 30 days by 21%.
- Built the business case for a mobile app that reached 50,000 downloads in its first year.

Associate Product Manager

Aug 2015 – May 2017

Harbor Analytics — San Francisco, CA

- Managed the bug-triage and small-features backlog, raising customer-satisfaction (CSAT) from 78% to 89%.

EDUCATION

B.S. in Business Administration

2015

University of California, Berkeley — Berkeley, CA

CERTIFICATIONS

- Pragmatic Institute – Certified Product Manager (2018)