Camila Restrepo Principal Product Manager

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PROFILE SUMMARY

- **Principal Product Manager** with **12 years** in enterprise SaaS, setting product direction for employee self-service across web, mobile and chat in an HR software suite.
- Works with **Pendo**, **Tableau** and **SQL** for product data, **Jira** and **Confluence** for planning, and **Figma** and **Miro** for discovery work with design.
- Known for **multi-year product strategy**, **platform bets shared by several teams**, **enterprise customer research** and **AI features that clear legal review**, written up as narrative docs.
- Works with 4 product teams, the UX research group, legal and privacy, customer advisory boards and the sales leaders for large accounts.
- Coaches **5 product managers** on strategy writing, and chairs the quarterly product review where the self-service teams agree their bets.

TECHNICAL SKILLS

Product Analytics:	Pendo, Tableau, SQL, Funnel analysis
Experimentation & Feature Flags:	A/B testing, Holdout groups, Staged rollouts
Roadmapping & Delivery Tools:	Jira, Confluence, Agile, Scrum
User Research Tools:	Customer interviews, Qualtrics, Usability testing, Surveys
Design & Prototyping Tools:	Figma, Miro, Clickable prototypes
Prioritization & Strategy Frameworks:	OKRs, Jobs to be Done, Opportunity solution trees, Kano model
Go-to-Market & Pricing:	Pricing and packaging, Sales enablement, Beta programs, Salesforce

EDUCATION

Stanford Graduate School of Business — **MBA** — Stanford, CA · Sep 2012 to Jun 2014

Universidad de los Andes — **B.S. in Industrial Engineering** — Bogotá, Colombia · Jan 2005 to Dec 2009

WORK EXPERIENCE

Workday — **Principal Product Manager** — Pleasanton, CA · Jun 2019 to Present

- Wrote the 3-year strategy for employee self-service across web, mobile and chat, and got **4** product teams to plan their roadmaps from it.
- Led discovery with **35** enterprise customers and the customer advisory board on HR case volume, which set the bet on an AI assistant for policy questions.
- Shipped the policy assistant with legal and privacy sign-off through a 20-customer beta, and cut HR cases on routine questions by **29%** for early customers.
- Built the shared metric tree for the self-service teams in Pendo and Tableau, and moved monthly active employee use from **38% to 52%** across 2 years.
- Took the self-service platform case to the product leadership team with sales and finance, and got funding for **3** additional teams in the next planning cycle.

Box — **Senior Product Manager** — Redwood City, CA · Jul 2014 to May 2019

- Owned the admin console roadmap for enterprise customers, ranking requests by revenue at risk and shipping **6** of the top 8 asks from large accounts.
- Wrote PRDs for retention policies and legal holds with the compliance team, and helped close **12** regulated customers that had stalled on those gaps.
- Launched the new admin console with sales enablement and a phased migration, and moved **80%** of enterprise admins over in 6 months.