

AUDREY DE LEON

Senior Product Manager

PROFESSIONAL SUMMARY

Senior Product Manager with over a decade of expertise in B2B SaaS products within advertising, content production, and ecommerce sectors, recognized for driving strategic growth through innovative design thinking and AI/ML advancements. Excels in program management and stakeholder engagement, fostering cross-functional collaboration to enhance business operations and data solutions. Committed to leading transformative initiatives that ensure organizational success and maintain a competitive edge in the market.

EMPLOYMENT HISTORY

PRODUCT MANAGER

Accenture Song

2021 - Present

Los Angeles, CA

- ◆ Drive product strategy, fostering engineering, business, customer success and product team collaboration to deliver cuttingedge feature enhancements and solutions.
- ◆ Responsible for Quarterly/Yearly Product Roadmap for data initiatives for Fortune 500 brands in beauty, lifestyle brands, health and e-commerce.
- ◆ Optimize agile product lifecycle, from conception to launch, resulting in substantial market share growth. Implement datadriven decision-making processes, boosting product performance, leveraging JIRA stats.
- ◆ Conduct thorough market analysis, identifying key opportunities for product differentiation. Utilize advanced analytics to refine product features, driving measurable improvements in user engagement and user adoption.

DEDICATED TECHNICAL ACCOUNT MANAGER

CreativeDrive (Acquired by Accenture Song)

2019 - 2021

Los Angeles, CA | San Francisco, CA

- ◆ Spearheaded Walmart's SaaS onboarding, optimizing CRM implementation and driving user adoption through strategic training initiatives.
- ◆ Led KPI reviews, translating data insights into actionable strategies that enhanced overall system performance and user satisfaction.
- ◆ Championed product evolution by collecting user stories, prioritizing feature enhancements, and collaborating on bug fixes to improve functionality.
- ◆ Fostered strong client relationships, serving as a bridge between Walmart's needs and CreativeDrive's technical teams to ensure alignment.

SALES SOLUTIONS ENGINEER

LiveIntent

2017 - 2018

New York, NY

- ◆ Served as a Solutions SME to address B2B partner inquiries and integrations; guided partners on security protocols and implementation of email marketing, identity solutions and monetization solutions.
- ◆ Drove partner satisfaction through rapid response times and innovative problem-solving, significantly improving client retention rates; trained Customer Success Analysts on baseline Technical FAQ's before escalation to Solution Engineering Team or Product Team.
- ◆ Facilitated cross-functional collaboration, presenting technical concepts via decks, product demos, and whiteboard sessions to diverse stakeholders.
- ◆ Engineered creative solutions for complex technical challenges, leveraging JSON and RESTful APIs to optimize partner integration processes. POC for 3rd Party Data Management Platform Partnerships and integrations; PII data management.

ACCOUNT MANAGER, DEMAND PARTNERSHIPS AMERICAS

Smaato

2016 - 2017

New York, NY

- ◆ Drove revenue growth for \$1.5M portfolio, fostering client relationships and implementing strategic initiatives to optimize performance in Americas region.
- ◆ Nurtured key partnerships across Americas, enhancing client satisfaction and retention while identifying opportunities for mutual business expansion.
- ◆ Pioneered data-driven strategies to boost demand partnerships, resulting in measurable improvements in account performance and client engagement; QBRs, Yearly Reviews, Upsell Product Feature enhancements.
- ◆ Conducted in-depth market analysis to identify trends, guiding strategic decisions and positioning Smaato as a leader in the Americas demand partnerships.

SENIOR ANALYST MARKETPLACE QUALITY

2015 - 2016

OpenX

Pasadena, CA | New York, NY

- ◆ Developed forward-thinking quality assurance protocols, positioning the marketplace as a leader in advertising standards and best practices.
- ◆ Streamlined CRM triage processes, significantly reducing response times for critical issues and enhancing overall operational efficiency.
- ◆ Pioneered automated advertiser vetting system, accelerating approval processes while maintaining high marketplace standards.
- ◆ Fostered strong partnerships with Business Development, driving initiatives to enhance marketplace integrity and build trust.
- ◆ Implemented data-driven strategies to optimize advertiser quality, leading to substantial improvements in publisher and advertiser satisfaction rates.

ANALYST MARKETPLACE QUALITY

2013 - 2014

OpenX

Pasadena, CA

- ◆ Analyzed marketplace quality metrics, identifying trends and anomalies to enhance platform integrity and user experience at OpenX.
- ◆ Developed innovative quality assurance protocols, streamlining processes and significantly reducing fraudulent activities within the marketplace.
- ◆ Collaborated cross-functionally to address quality concerns, fostering a culture of continuous improvement and shared responsibility.
- ◆ Conducted meticulous audits of marketplace transactions, ensuring compliance with industry standards and identifying areas for enhancement.

SKILLS

Product Management (*Expert*), Product Lifecycle Management (*Expert*), Program Management (*Expert*), Business Intelligence (*Experienced*), Data Visualization (*Experienced*), ETL Development (*Experienced*), CRM Implementation (*Experienced*), SQL (*Experienced*), Python (*Skillful*), Agile Methodologies (*Experienced*), Data Warehousing (*Skillful*), Stakeholder Management (*Expert*), Leadership (*Experienced*), Customer Relationship Management (*Expert*), Data Quality (*Experienced*), Workflow Optimization (*Expert*), User Experience (*Expert*), Data Governance (*Skillful*), Cross-Functional Collaboration (*Expert*), Innovation and Change Management (*Experienced*), Strategic Planning (*Expert*), Risk Management (*Expert*).

EDUCATION

ECONOMICS (B.A)

San Francisco State University

San Francisco, CA

ORGANIZATIONAL BEHAVIOR AND CHANGE

University of New York

New York, NY

CERTIFICATIONS AND COURSES

PRODUCT MANAGEMENT FOR A.I. AND MACHINE LEARNING

Jul 2023

ELVTR

UX/UI FIGMA WORKSHOP

Jul 2024

General Assembly

6.0 AGILE PRODUCT MANAGEMENT

Mar 2025

Scaled Agile Framework (SAFe)

LANGUAGES

English (*Native*), Spanish (*Native*).

LINKS

LinkedIn: [linkedin.com](https://www.linkedin.com/in/audreybdeleon), My Website: www.audreybdeleon.com.