Samuel Bifalco (Sonny)
Summerville, SC | Remote | Open to Relocation | (203) 610-4268
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Senior Technical Product Manager — Platforms, Data, Commerce, Growth
Platform Modernization • Data Products • Security & Compliance • AI-Ready Foundations

EXECUTIVE SUMMARY

Senior Technical Product Manager with 15+ years modernizing legacy platforms into secure, scalable SaaS across EdTech, eCommerce, and data platforms. Proven track record delivering measurable outcomes through architecture modernization, governance, and execution leadership.

Selected Highlights: 700+ DB governance & migration (SOC 2 / FERPA) | $600K+ run-rate savings | ~$20M annualized revenue unlocked

PROFESSIONAL EXPERIENCE

Britannica Education | Remote | Fractional Product Manager (Contract) | 03/2025 – 06/2025
- Stabilized a fragmented product ecosystem by auditing disconnected applications and building the team's first centralized feature catalog and product documentation, reducing onboarding friction and tribal-knowledge dependency.
- Helped design and deliver EdTech SaaS integrations including Clever SSO, Google Sign-In, and Salesforce via custom APIs, improving access flows and district enablement.
- Supported internal GenAI exploration by educating cross-functional teams on practical AI use cases across EdTech products, translating emerging capabilities into responsible, product-relevant applications.
- Introduced structured product/engineering ceremonies (backlog grooming, sprint demos, release cadence) to improve cross-team alignment and reduce delivery delays.
- Partnered with QA to standardize API test environments and reusable test cases, improving release readiness and predictability for seasonal launches.

Riverside Insights | Remote | Digital Commerce Product Manager | 08/2024 – 02/2025
- Analyzed checkout funnel drivers of cart abandonment; fixed BigCommerce billing/discount rule misconfigurations and reduced checkout friction, unlocking ~$20M annualized revenue opportunity.
- Owned end-to-end BigCommerce commerce platform strategy and execution, partnering with C-level stakeholders and Engineering leadership to stabilize operations while delivering new commerce capabilities.
- Proposed and led a 24-month Headless Commerce transformation, shifting from custom BigCommerce template development to a scalable HubSpot front-end architecture while retaining BigCommerce as the transaction and catalog engine.
- Managed the BigCommerce integration ecosystem (plugins, workflows, incidents), coordinating vendor support to negotiate pricing, influence feature roadmaps, and establish expectations for downtime/bug response timelines.
- Used Python, Jupyter, and SQL to analyze funnel performance, automate Mixpanel data pulls, and validate event tracking prior to feature releases—improving measurement accuracy and accelerating testing cycles.
- Implemented executive dashboards and operating cadence to restore leadership visibility into sprint health, delivery progress, and risks within weeks.

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PowerSchool | Remote | Product Manager / Product Owner | 03/2021 – 01/2024
- Led enterprise Snowflake adoption across ingestion, governance, and stakeholder alignment for 700+ production databases, enabling secure tenant isolation patterns aligned to SOC 2 / FERPA and improving analytics reliability at scale.
- Identified redundant vendor tooling and led delivery of a proprietary configuration-based BI platform, generating $600K+ annual run-rate savings.
- Established an enterprise Data Catalog (internal + external documentation layers), improving discoverability and reuse of Naviance/Intersect data assets across teams.
- Implemented Gainsight + GA4 measurement strategy and executive dashboards to improve adoption tracking, delivery visibility, and risk forecasting; prototyped a GenAI/LLM app recognized in a corporate hackathon to inform roadmap planning.

Hobsons | Remote | Technical Product Manager (Naviance & Intersect) | 11/2020 – 03/2021
- Product Owner for Big Data initiatives; managed data engineering backlog to deliver ETL pipelines and 20+ executive-ready reporting deliverables (Tableau, Qlik, Birst).
- Retained through PowerSchool acquisition as a technical stakeholder, improving delivery predictability and analytics integrity during due diligence and transition planning.
- Defined a 12–24 month technical roadmap aligning executives on platform investments, sequencing, and reporting capability expansion.

SmartEquip | Norwalk, CT & Remote | Product Manager | 02/2014 – 11/2020
- Directed platform modernization from legacy Java to Angular, leading cross-functional delivery (Engineering, QA, DB, UX) to modernize enterprise workflows and improve usability.
- Owned end-to-end product lifecycle for native iOS apps and enterprise integrations used by thousands of field technicians to streamline procurement operations.
- Designed Multi-Cart purchasing and order-splitting logic (single PO → multiple Sales Orders), enabling multi-OEM procurement within a single transaction flow.
- Supported exit readiness through platform stability improvements and due diligence support, contributing to a successful $175M acquisition.

TECHNICAL SKILLS

Platform Product Management, Product Strategy, Stakeholder Management, Roadmaps/OKRs, PRDs, Agile (Scrum, Kanban), Snowflake, AWS (S3), SQL, Python, Jupyter, ETL/Data Pipelines, Data Lakes & Catalogs, API Integrations, Architecture Modernization, Multi-tenant, Security & Compliance (SOC 2, FERPA), Analytics/Instrumentation (GA4, Gainsight, Mixpanel), A/B Testing & Experimentation, Jira, Confluence, Figma, HubSpot, BigCommerce, GenAI/LLMs, Machine Learning (ML), NLP, Prompt Engineering, ChatGPT, Claude, Gemini, Model Evaluation, LLM Safety/Risk

EDUCATION & CERTIFICATIONS

M.S., Information Assurance & Cybersecurity (Network Defense) — Capella University
B.S., Business Administration (Marketing & Entrepreneurship) — Sacred Heart University
Security Certifications (Capella University, 2020): Network Security Administrator (NSA) | Network Security Engineering (NSE) | System Security Engineering (SSE)