

Samuel “Sonny” Bifalco

Senior Technical Product Manager — SaaS Platforms • Data Products • Digital Commerce • AI Innovation
Summerville, SC | Remote | Open to Relocation | (203) 610-4268
samuelbifalco@gmail.com | linkedin.com/in/samuelbifalco | samuelbifalco.com

EXECUTIVE SUMMARY

Senior Technical Product Manager with 15+ years leading platform modernization, data products, digital commerce, and AI-enabled SaaS innovation. Turns customer insight, market research, business analysis, and technical complexity into roadmaps, feature prioritization, stakeholder alignment, and measurable product outcomes, including a 700+ database governance and migration initiative aligned to SOC 2 / FERPA, \$600K+ in annual run-rate savings, a ~\$20M annualized revenue opportunity unlocked, and a corporate-recognized GenAI/LLM product prototype.

PROFESSIONAL EXPERIENCE

Britannica Education - *Fractional Product Manager | Remote* 03/2025 – 06/2025

- Stabilized a fragmented EdTech product ecosystem by auditing disconnected applications and creating the team’s first centralized feature catalog and product documentation, reducing onboarding friction and tribal-knowledge dependency.
- Conducted competitive analysis, user research, and customer feedback analysis to identify product gaps, unmet customer needs, and roadmap priorities for new SaaS capabilities.
- Partnered with the Director of Product on go-to-market planning, roadmap prioritization, product gap analysis, and cross-functional alignment to maintain execution momentum across SaaS product initiatives.
- Delivered technical requirements, API documentation, and SaaS integrations including Clever SSO, ClassLink, Google Sign-In, HubSpot, Salesforce, and Snowflake, improving platform connectivity and district enablement.
- Introduced product lifecycle practices including backlog grooming, sprint demos, release cadence, GenAI exploration, QA readiness, and feature prioritization to improve alignment, release predictability, and responsible AI adoption.

Riverside Insights - *Digital Commerce Product Manager | Remote* 08/2024 – 02/2025

- Analyzed checkout funnel drivers, customer behavior data, and cart abandonment patterns; resolved BigCommerce billing and discount-rule issues, reducing purchase friction and unlocking a ~\$20M annualized revenue opportunity.
- Owned digital commerce platform strategy and execution, partnering with the Head of Engineering, VP of Product, VP of Advertising, GTM, Marketing, and Product while managing a 4-engineer team to stabilize revenue-critical systems and deliver new commerce capabilities.
- Proposed and led a 24-month headless commerce roadmap, shifting from custom BigCommerce templates to a scalable HubSpot front-end strategy while retaining BigCommerce as the transaction and catalog engine.
- Managed the BigCommerce integration and vendor ecosystem across plugins, workflows, incidents, pricing discussions, roadmap feedback, and support expectations for revenue-impacting operations.
- Led Mixpanel and GA4 analytics adoption using SQL, Python, funnel analytics, KPIs, and executive dashboards to validate tracking, prioritize commerce improvements, improve leadership visibility, and guide platform investment decisions.

Samuel “Sonny” Bifalco

Senior Technical Product Manager — SaaS Platforms • Data Products • Digital Commerce • AI Innovation
Summerville, SC | Remote | Open to Relocation | (203) 610-4268
samuelbifalco@gmail.com | linkedin.com/in/samuelbifalco | samuelbifalco.com

PowerSchool - *Product Manager / Product Owner* | Remote

03/2021 – 01/2024

- Partnered with C-level stakeholders and a cross-functional team of 4 engineers, 2 data analysts, 2 designers, and 1 product owner to lead enterprise Snowflake adoption, governance, roadmap sequencing, and rollout planning for 700+ production databases, improving analytics reliability and enabling SOC 2 / FERPA-aligned tenant isolation.
- Identified redundant vendor tooling and led product lifecycle delivery of a proprietary configuration-based BI platform, generating \$600K+ in annual run-rate savings.
- Established an enterprise Data Catalog with internal and external documentation layers, improving data discoverability, governance, and reuse of Naviance and Intersect data assets across product, data, and business teams.
- Led 2 data analysts to deliver Tableau dashboards for sales stakeholders, translating district and school data into customer-facing insights that strengthened sales enablement and buyer decision-making.
- Implemented Gainsight and GA4 measurement strategy with executive dashboards to improve adoption tracking, delivery visibility, customer health insights, risk forecasting, and roadmap prioritization.
- Prototyped a corporate-recognized GenAI/LLM application, helping leadership evaluate emerging AI opportunities for future product planning.

Hobsons - *Technical Product Manager (Naviance & Intersect)* | Remote

11/2020 – 03/2021

- Managed the data engineering backlog for Big Data initiatives, delivering ETL pipelines and 20+ executive-ready reporting deliverables across Tableau, Qlik, and Birst.
- Defined a 12–24 month technical roadmap with product health KPIs, aligning executives on platform investments, sequencing, reporting expansion, user engagement, and data modernization priorities.
- Retained through PowerSchool’s \$320M acquisition as a technical product stakeholder, supporting product integration, feature migration, due diligence, and transition planning while preserving district-user continuity, reporting reliability, and executive visibility.

SmartEquip - *Product Manager* | Norwalk, Connecticut & Remote

02/2014 – 11/2020

- Directed platform modernization from legacy Java to Angular, leading 3 cross-functional pods of 4 team members across Engineering, QA, Database, and UX to modernize enterprise workflows and improve usability.
- Led an outside consultant team of 3 to deliver 2 native mobile applications used by 10,000+ field technicians, while owning product lifecycle for iOS, eCommerce, and enterprise integration workflows across a procurement platform supporting \$1B+ in annual transaction volume.
- Designed Multi-Cart purchasing and order-splitting logic, enabling a single purchase order to generate multiple sales orders across OEM partners within one transaction flow.
- Owned product discovery, requirements, demos, client feedback sessions, trade show support, and low/high-fidelity prototypes for mobile and web experiences, partnering with the EVP of Product and clients to prioritize enhancements, drive adoption, and strengthen exit readiness for a successful \$175M acquisition.

Samuel “Sonny” Bifalco

Senior Technical Product Manager — SaaS Platforms • Data Products • Digital Commerce • AI Innovation
Summerville, SC | Remote | Open to Relocation | (203) 610-4268
samuelbifalco@gmail.com | linkedin.com/in/samuelbifalco | samuelbifalco.com

EDUCATION AND CERTIFICATIONS

Capella University, Minneapolis, Minnesota — Master of Science in Information Assurance & Cybersecurity, Network Defense, 2020

Sacred Heart University, Fairfield, Connecticut — Bachelor of Science in Business Administration, Marketing & Entrepreneurship, 2012

Capella University Security Certifications, 2020: Network Security Administrator (NSA) | Network Security Engineering (NSE) | System Security Engineering (SSE)

CORE SKILLS

Product Strategy, Strategic Planning, SaaS Product Management, Platform Product Management, Product Lifecycle Management, Product Roadmaps, Feature Prioritization, Product Backlog Management, PRDs, Agile/Scrum/Kanban, Stakeholder Alignment, Cross-Functional Team Leadership, Go-to-Market Strategy, Customer & Market Research, User Research, Data-Driven Decision Making, Risk Management, Change Management, Vendor Management, Sales Enablement

Platform Modernization, Digital Commerce, BigCommerce, HubSpot, Snowflake, AWS S3, SQL, Python, ETL/Data Pipelines, Data Catalogs, API Integrations, Multi-Tenant SaaS, Security & Compliance, SOC 2, FERPA, GA4, Gainsight, Mixpanel, Tableau, Jira, Confluence, Figma, GenAI, LLMs, Prompt Engineering, Model Evaluation, LLM Safety/Risk