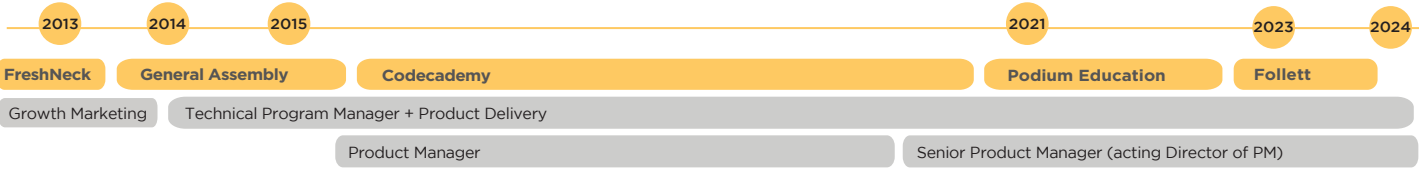# DANIELLA ALANNA KISZA

Senior Product Leader | Driving Strategy, Execution, and Scalable Growth

✉ DANIELLA.KISZA@GMAIL.COM ◎ WWW.DANIELLAKISZA.ME

2013	2014	2015		2021	2023	2024
FreshNeck	General Assembly	Codecademy		Podium Education	Follett	present

- Growth Marketing
- Technical Program Manager + Product Delivery
- Product Manager
- Senior Product Manager (acting Director of PM)

EXPERIENCE

Follett Higher Education // New York, NY (Remote)
SENIOR PRODUCT MANAGER (September 2023 - October 2024)

Reported to the VP of Technology (dotted line to CPO) at a 5k-employee org, leading platform tool development amid a data infrastructure overhaul in a B2B2C marketplace. Built user-facing apps and internal APIs, driving monetization, growth, security, and operational efficiency.

- **Product Strategy & Expansion:** owned a 1.5 year roadmap, prioritizing high-impact C-level initiatives while scaling three core products from 0 to 1. Led new market expansion in the U.S. and Canada, reaching 410k+ new students in the first month of launch.
- **BI & Operational Efficiency:** built and launched two proprietary BI tools from concept to launch, reducing org-wide reporting bottlenecks by cutting turnaround time from ~2 weeks to real-time, streamlining operations for 15+ teams.
- **Regulatory & Compliance Leadership:** led rigorous planning, testing, and delivery to meet strict federal mandates and deadlines, ensuring security, data privacy, and accessibility compliance across the U.S. and Canada.
- **DEI & Student-Centric Solutions:** designed DEI-focused, student-first solutions, driving the market shift from print to digital. Led user research efforts with students, admins, bookstores, publishers, and internal staff to inform MVPs and iterative improvements.

Podium Education // New York, NY (Remote)
SENIOR PRODUCT MANAGER (October 2020 - November 2022)

As the founding PM, led the B2B2C e-learning product line scaling it 7x in one year, achieving student NPS ≥ 65 and delivered top-tier skill-based training, fueling growth during the Series B round.

- **Revenue Growth & GTM Execution:** tripled revenue through two new product launches, leading GTM across engineering, curriculum, marketing, and sales. Defined and tracked leading indicators to enable faster iteration and data-driven decisions.
- **AI & Automation:** built and scaled AI-driven automation, cutting service costs by 35% and increasing CSAT +18% in a single quarter, including a 24/7 chatbot tutor that doubled academic support coverage
- **Data-Driven Decision Making:** increased NPS by 10 points across three products by spearheading a company-wide data integrity initiative, enabling fast, accurate decision-making with automated analytics and permission-based reporting.
- **New Product Expansion:** secured board approval for a fourth product launch, leading market research, growth strategy, and GTM.
- **Technical & Platform Strategy:** owned 'build vs. buy' evaluations in partnership with engineering, prioritizing solutions that maximized scalability, efficiency, and time-to-market for business-critical LTI integrations.
- **Cost Optimization & Vendor Management:** saved $500K annually by negotiating vendor partnerships (Shopify, Replit), reducing cost friction and improving the user experience for admins, teachers, and students through seamless multi-user workflows.

Codecademy // New York, NY
PRODUCT MANAGER (June 2015 - October 2020)

Joined as one of the first 15 employees, building Codecademy's flagship B2C SaaS product, B2B + Enterprise, and mobile products from 0 to 1 to N. Scaled the company from Series B to D, contributing to its $525M acquisition as it grew to 300+ employees.

- **Acquisition & Onboarding:** designed a 0-1 premium onboarding experience, driving 95% retention post-trial and 85% certificate completion, ensuring long-term user commitment.
- **Learner Support & Growth:** scaled 0-1 support roadmap to 20k users in 6 months, collaborating with curriculum and instructional teams to refine engagement. Used behavioral and conversational data to optimize AARRR funnel, increasing CLV.
- **Automation & Efficiency:** influenced C-level leadership to develop an API streamlining a two-sided marketplace by matching student demand to tutors in real-time, optimizing operations, resolution time, and improving CSAT.
- **Team Leadership & Impact:** hired and managed 3 PMs, scaled support from 0 to 200 employees, implemented SLAs, and designed a custom rating system with key metrics to reduce costs and drive data-driven performance evaluation.
- **AI-Driven Cost Optimization:** overhauled a human-powered support center, saving $1M annually. Used AI insights to enable adaptive learning, enhance content, personalize support, and sunset low-value, cost-heavy features.
- **Mobile Product Growth:** co-led Codecademy's first mobile app launch (iOS & Android), designing and testing freemium, trial, and paid experiences to unlock a new acquisition channel, boost engagement, and drive free-to-paid conversion rate.

General Assembly // New York, NY
TECHNICAL PROGRAM MANAGER (August 2013 - May 2015)

Led GA's top 3 revenue-generating products in NYC, responsible for all student and instructor metrics during a 2x YoY growth period. Collaborated cross-functionally to ideate, develop, and launch GA's first-ever Visual Design program, expanding GA's product portfolio.

- **Team Leadership:** hired and managed 10+ instructional engineers and designers per quarter, ensuring top-tier learning experiences.
- **Product Health:** owned revenue, margins, NPS, retention and completion rates, leading global performance reviews across 13 markets.

EDUCATION

General Assembly // NYC, 2013-15
PRODUCT MANAGEMENT, USER EXPERIENCE DESIGN, FRONT + BACK-END WEB DEV

PACE University // NYC, 2013 *(3.85, top 10% of class)*
HONORS, BBA IN MARKETING

PRODUCT & STRATEGY

- Agile & Roadmapping
- 0 to 1 & 1 to N Growth
- PDLC (end-to-end)
- Vision, Strategy, Discovery
- AI/Automation Strategy
- Conversational AI & Chatbots
- Go-To-Market & Expansion
- User & Market Research
- Prototyping & Wireframing
- AARRR Funnel Optimization

DATA-LED EXECUTION

- Business Intelligence (BI)
- Data Analysis & Reporting
- Data Normalization
- AI-Powered Analytics
- Competitive Analysis
- A/B & Multivariate Testing
- Usability Testing & QA
- Exec Stakeholder Mgmt
- Cross-Functional Leadership

LEADERSHIP & IMPACT

- FP&A
- Hiring & Mentorship
- Scaling Teams
- Change Management
- Product Org Development
- SLA & Policy Creation
- Reduction-in-force
- OKRs & KPI Management

TOOLS & TECH

- SQL, Google Analytics
- Power BI, Tableau
- Mixpanel, Looker
- AWS Cloud (S3, Redshift)
- Artificial Intelligence (AI)
- Optimizely, Unbounce, Hotjar
- Salesforce, Customer.io
- HubSpot, Intercom
- Zendesk, Intercom, Front
- JIRA, Asana, Notion, Miro
- Figma, Canva
- Photoshop, Illustrator
- HTML, CSS, jQuery