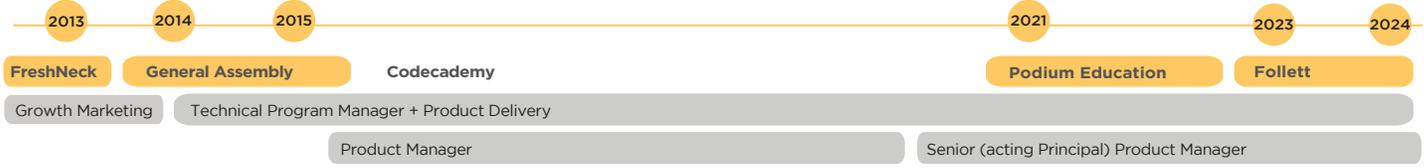




# DANIELLA ALANNA KISZA

Senior Product Leader | Building Education Platforms that Expand Student Access & Outcomes

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present

## Willo Labs (Follett Higher Education) // New York, NY (Remote) SENIOR PRODUCT MANAGER (Sept. 2023 - Oct. 2024)

Reported to the VP of Technology and CPO in a 5K-employee B2B2C marketplace. Led data-platform development during a major infrastructure overhaul, launching internal apps serving 1K+ institutions to improve UX, profitability, security, and efficiency.

- **Strategy & System Automation:** owned three 0 to 1 product roadmaps—built platform capabilities to automate reporting and reconciliation for \$100M+ annual transactions, unlocked \$5M+ in new revenue, \$3M+ in cost savings, and cut 3 week workflows to nearly real time.
- **Data Infrastructure & Platform:** partnered with engineering to define data needs, taxonomy, and integration priorities across LMS, SIS, and ERP; built AWS ETL+API pipelines improving reporting accuracy +10 pts to 95% and visibility across 15+ teams.
- **Regulatory & Compliance:** owned end-to-end planning, testing, and delivery to meet federal data-privacy mandates (FERPA, PII) and accessibility compliance for 1K+ institutions (SIS data) across North America.
- **Ecosystem Research:** led multi-stakeholder research across 1K+ institutions (students, IT, admins, bookstores) and leading global publishers to inform MVPs and shape roadmaps, driving the market shift from retail to e-commerce.

### PRODUCT & STRATEGY

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

## Podium Education // New York, NY (Remote) SENIOR PRODUCT MANAGER /FOUNDING PM (Oct. 2020 - Nov. 2022)

Built and scaled (0 to 1 to N) the B2B2C e-learning platform serving universities nationwide, driving 7x revenue growth in one year via integrations, self-service, intelligent routing, and AI-powered tools, while maintaining a strong human connection across the user journey.

- **AI & Automation:** implemented 24/7 AI-powered support systems and task automations, cutting service costs 35%, raising CSAT 18%, and reducing peak resolution time by 77% in a single quarter.
- **Revenue Growth & GTM Strategy:** launched two new products and led GTM strategy across teams, tripling revenue and defining success metrics to track activation through retention, rapidly iterating to ensure successful customer outcomes.
- **Data-driven Decisions:** initiated a company-wide data integrity overhaul, automating analytics and reporting to boost NPS by 25% (to 65+) and enable faster iteration, accurate insights, and data-driven decisions across the company's product line.
- **New Product Development:** secured board approval for a fourth product by leading market analysis, strategy, and GTM.
- **Platform Strategy:** led all business-critical build-vs-buy evaluations, prioritizing LTI and LMS solutions that maximized efficiency, speed-to-market, scalability, and improved user outcomes.
- **Vendor Optimization:** negotiated new and existing vendor partnerships (Shopify, Replit, GitHub), saving \$1M annually and improving user acquisition and workflow efficiency.

### 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

## Codecademy // New York, NY SENIOR PRODUCT MANAGER (Jun. 2015 - Oct. 2020)

Joined among the first 15 hires (second PM) to scale Codecademy from Series B – D to a \$525M acquisition. Built flagship SaaS B2C, B2B, and Enterprise products from 0 to 1 to N, driving market expansion, monetization, and customer outcomes.

- **Activation & Retention:** overhauled onboarding for the flagship (premium-tier) product, driving 95% post-trial retention and 85% completion, tripling LTV through targeted user journey experiments.
- **Support & Scale:** built and scaled a two-sided support model for learners and code experts from 0 to N, reaching 20K paid users in < 6 months, handling 10K+ monthly conversations, and improving engagement via behavioral data.
- **Automation & Efficiency:** influenced C-level leadership to resource an API that intelligently matched learners to on-shift experts by skillset and goals, cutting routing time from ~7 minutes to < 1, boosting CSAT and resolution speed.
- **People Leadership:** hired and managed 3 PMs to scale support ops from 0 to 200 PT staff (experts), leading a complex shift from 1099 to W2 employees. Introduced SLAs and a data-driven system to standardize quality and accountability.
- **Operational Optimization:** led the shift to AI-driven support via Intercom's early Custom Bots, automating workflows and personalizing interactions to save \$1M annually and raise B2C SaaS margins from 75% to 90%.
- **Mobile Growth:** co-led launch of Codecademy's first mobile app (iOS & Android), designed freemium, trial, and paid experiences that expanded acquisition and cross-platform engagement.

### LEADERSHIP & IMPACT

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

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

Managed GA's top three revenue-generating programs during 2x YoY growth, owning performance and UX metrics for students and instructors. Partnered cross-functionally to beta launch the first Visual Design program, expanding its national course portfolio.

- **People Management:** hired, trained, managed 10+ top-tier engineers and designers monthly, elevating brand and learner outcomes.
- **Product Health:** managed revenue, margin, NPS, and retention metrics, leading quarterly reviews across 13 markets.

### TOOLS & TECH

- Data & Technical**
- SQL, Python (data analysis, validation & lightweight automation), AWS (S3, Redshift), Looker, Tableau, Power BI, Mixpanel, GA4
- AI-Assisted Workflows**
- ChatGPT, Claude, Perplexity, NotebookLM, Replit, Cursor
- Product & Experimentation**
- Optimizely, Unbounce, Hotjar
- CRM & Support Systems**
- Salesforce, HubSpot, Front, Intercom, Zendesk, Customer.io
- Collaboration & Design**
- JIRA, Asana, Notion, Miro, Canva, Figma, Photoshop, Illustrator

## EDUCATION

- General Assembly** // NYC, 2013-2015 // Product Management, UX Design, Front+Back-End Web Dev
- Pace University** // NYC, 2013 // BBA In Marketing // Honors, 3.9, top 10% of class