DANIELLA ALANNA KISZA

Senior Product Leader

Platforms | Data & Integration Systems | Workflow Infrastructure

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Senior product leader and 0 to 1 builder with 13 years turning fragmented data, tools, and operating processes into scalable products across B2B, B2C, and B2B2C. Partners with engineering and data teams to define platform requirements, data models, integrations, and controls that make complex ecosystems reliable and measurable. Recent work applies the same systems judgment to AI-enabled products.

EXPERIENCE

Dec 2024 – Present

Independent product venture

JobFrame (getjobframe.com)

Founder & Product Lead, AI Workflow Systems

Building an evidence-grounded decision and workflow product that turns complex opportunities into reviewable application materials.

- Designed and built a Chrome extension connecting job analysis, verified career evidence, positioning, and application materials in one guided workflow.
- Defined how role requirements, source evidence, and saved decisions move through strategy, generation, and validation; added provenance and review controls so outputs remain traceable.
- Used live workflows and regression tests to find extraction, retrieval, and claim-quality failures and turn them into product improvements.

Sep 2023 – Oct 2024

New York, NY

Follett Higher Education (Willo Labs)

Senior Product Manager

Led product and data-workflow modernization across North America within a 5,000-person enterprise serving 1,000+ institutions.

- Defined the course-material delivery and reconciliation platform connecting adoption, pricing, LMS/SIS, publisher, delivery, and analytics workflows across 1,000+ institutions and 15+ internal teams.
- Partnered with engineering and data teams to map source systems, define core entities, prioritize ETL/API pipelines, and embed validation and exception handling.
- Cut reporting and reconciliation from 2-3 weeks to real time or under 2 hours by workflow, reduced manual overhead by about 95%, and raised accuracy to about 95%, contributing to $5M+ in revenue opportunities and $3M+ in annual savings.
- Productized a validated digital course-material rollout platform prototype for 10+ institutions, reducing manual coordination by 60% and implementation timelines by 40%.

Nov 2022 – Oct 2023

Green School

Product Owner - Independent Product Work

Reanalyzed Green School launch data and market demand; explored generative AI to deepen the introductory course, build out additional skill tracks, and prepare it for republication on other learning platforms.

Oct 2020 – Nov 2022

New York, NY

Podium Education

Senior Product Manager / Founding PM

Built and scaled a 0 to 1 B2B2C platform connecting university programs, learners, instructors, and delivery teams.

- Converted partner-specific onboarding, learning, support, and delivery work into repeatable platform workflows, supporting growth from approximately 15 to 100+ institutions over two years and contributing to 7x revenue growth in one year.
- Mapped provisioning, grading, permissions, support, and QA across LMS platforms, developer tools, vendors, and partners; translated recurring needs into configurable requirements, API and data flows, and build-versus-buy decisions instead of one-off implementations.

Podium Education
Senior Product Manager / Founding PM (continued)

- Built AI-assisted support and mentor matching that reduced peak resolution time by 77% and improved CSAT by 18%; separately expanded one support tier from 12-hour to 24/7 coverage through structured content, routing, QA, and human escalation.

Sep 2019 – Jan 2021

Los Angeles Metropolitan Area · Remote

Green School
Co-Founder & Chief Product Officer

Co-founded and launched a workforce startup, then pivoted its bootcamp and community online during the pandemic.

- Led 0 to 1 product strategy and launched an online learning platform plus a Slack community for roughly 350 learners, including channel design, onboarding, and direct community management.
- Attracted 500+ sign-ups within 24 hours, converted 70% of eligible applicants, and achieved 80% course completion.

Jun 2015 – Oct 2020

New York, NY

Codecademy
Product Manager

Joined as one of the first 15 hires and second PM, building products and systems serving millions of learners.

- Designed conversation schemas, event instrumentation, and an intelligent routing API for 10K+ monthly conversations, cutting routing from about 7 minutes to under 1 minute.
- Instrumented learner events and support workflows that moved 90%+ of support into digital channels, cut response time from hours to seconds, and saved about $1M annually.
- Built Codecademy's B2B and Enterprise SaaS offering from concept to launch as its first dedicated product manager.
- Scaled learner-expert support toward 200 people, established workflow SLAs and instrumentation, and helped raise SaaS margins from 75% to 90%.
- Co-led Codecademy's first mobile app and later hired and directly managed 1 Product Manager and 2 Project Managers as the product organization expanded.

Aug 2013 – May 2015

New York, NY

General Assembly
Technical Program Manager

Managed instructional operations and learner experience workflows across flagship technical programs during rapid growth.

- Managed performance and UX metrics, trained instructors, and standardized curriculum across 13 markets as New York delivery scaled from 5 to 60+ cohorts.
- Supported 2x year-over-year growth and expanded the course portfolio through the first Visual Design beta launch.

CORE SKILLS

Platform product strategy | APIs and integrations | Data models and source systems | Workflow infrastructure | Systems modernization | Interoperability | Data quality and governance | Reliability and exception handling | Technical product requirements | Build-versus-buy strategy | Cross-functional delivery | 0 to 1 product development

TOOLS & TECH

SQL | Python | AWS | S3 | Redshift | Looker | Tableau | Power BI | Mixpanel | GA4 | Intercom | Salesforce | JIRA | Figma | Miro | Notion | ChatGPT | Codex | Claude

EDUCATION

Pace University: BBA, Marketing; Honors, GPA 3.9, top 10% · 2013

General Assembly: Product Management, UX Design, Front End and Back End Web Development · 2013–2015