VERONICA MELIN

PRODUCT OPERATIONS MANAGER

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SKILLS

PRODUCT OPS & TOOLING

Productboard · Aha! · Guru AI · Pendo · Mixpanel · Salesforce · Atlassian

AI ASSISTED DEVELOPMENT

Claude Code · LLM Integration · Full Stack (Auth, CI/CD, Testing)

PROCESS & LEADERSHIP

Cross Functional PM · Release Management · Backlog Management · Vendor Management · Agile / Scrum · Training & Curriculum

EDUCATION

Pragmatic Institute
Certified Product Manager — Foundations, Build, Focus, Insight
2018 to 2023

Butler University
BM, Music Education, 2011

AWARDS

One Zylo Core Values Award
2026 — internal application build

Grow Stronger Together Award (x2)
2024 — cross-stakeholder customer research
2022 — delivery process redesign

Passion with a Purpose Award
Apttus, 2020 — peer nominated

VOLUNTEER

Jefferson County Trails Volunteer
2026 to present

Nextech Catapult Program
2016 to 2020

Trusted to find the real problem and fix it: a Product Operations leader who traces issues to the root, then builds whatever the fix takes, alone or with a team.

EXPERIENCE

Zylo Product Operations Manager — 2024 to Present

Five years at a SaaS company that scaled from roughly 50 to 120+ employees, turning ad hoc, undocumented processes into durable, self serve systems the whole org runs on.

- **Trimmed an inherited process into a lightweight framework.** ↗ Cut an idealized process left behind by a consultant engagement down to something the team could actually run, then kept it stable as engineering output significantly increased. Invisible automation and usage driven cleanup, not more process, absorbed the new pace.
- **~80% faster time to customer value.** ↗ What everyone called "the handoff" between Product and go-to-market was actually a slow, manual relay with no single owner. Redesigned it into the "Zipper System," defining ownership at each cross-functional point and automating it instead of relying on memory, and got two executives who historically didn't agree aligned behind it. Cut a fixed 3-6 month beta-to-release process to 4-6 weeks, without slowing down smaller launches running through it at the same time.
- **73% week over week stickiness.** ↗ Built a production application, integrated with Productboard, Salesforce, and other systems, that gives everyone at the company reporting and visibility in whatever format their role actually needs, not a one-size-fits-all view. Okta auth, an LLM powered assistant, CI/CD pipeline. Adopted organically, before any formal rollout.
- **Replaced a "black hole" with self serve visibility.** Studied what go-to-market teams actually needed before migrating the company from Aha! to Productboard end to end, turning a system nobody trusted into one people could check themselves.
- **Cut Product Manager interrupts 20%, while channel engagement rose 20%.** Brought in an AI knowledge assistant (Guru) to auto-answer product questions in Slack from the team's knowledge base and message history, then expanded it company wide to HR, IT, and Finance.
- **Built a hiring process the CPO called the best he'd seen.** Identified a critical documentation gap, designed a weighted rubric and a three stage process with a timeboxed project, then took the panel's input and made the final call when their read differed, and was right.
- **Coaches three Product Managers promoted from design roles.** Weekly 1:1s and monthly roadmap calls, coaching them to tell the story the business needs to hear. First direct report as of 2026.

EXPERIENCE, CONTINUED

Zylo Product Manager

2021 to 2024

- **Refined product vision and roadmap.** Balanced input from the market, executives, clients, and the team, not just top-down direction.
- **Owned feature development end to end.** Problem discovery through customer and market research, prioritization, shaping the feature set with engineering, beta and early access, and launch. Managed exec input throughout without losing the thread on the right problem.
- **Built the company's first end to end delivery process.** Designed and implemented it with input from a cross departmental team.
- **Launched a product feedback portal.** Captured feedback from customers and prospects; set and tracked engagement goals and reported metrics to leadership.
- **Grew the product team from three to twelve,** working alongside the VP of Product and one other early Product Manager to hire almost everyone on it.

Conga & Apttus Sr. Product Owner & Product Operations

Dec 2019 to Jun 2021

Through acquisition.

- **Shaped product strategy with leadership.** Partnered on vision, strategy, and roadmap; ensured on time feature launches and prepared go to market teams ahead of releases.
- **Owned the product feedback loop.** Administered team tooling and led company wide rollout and training on the Aha! ideas portal.
- **Reported product health to the executive team.** Prepared monthly usage and health reporting.

Conga Product Planner & Product Operations Analyst

May 2018 to Dec 2019

Through Octiv acquisition.

- **Data driven backlog prioritization.** Ran customer interviews and win/loss analysis to keep priorities grounded in real demand.
- **Company wide tooling rollout.** Procured and rolled out Aha! and Pendo, training a product team of 15+.

TinderBox & Octiv

2015 to 2018

- Started as a BDR at TinderBox, then moved into Technical Support, leading a team of support analysts in India, before moving into product as a Product Business Analyst when the company rebranded to Octiv. Continued as a Product Owner and Program Manager through two acquisitions, Conga then Apttus, growing with the company from roughly 50 employees to nearly 1,500.