

# Sarah Martinez

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## Professional Summary

Results-driven Senior Product Manager with 8+ years of experience leading cross-functional teams to deliver innovative software solutions. Proven track record of driving product strategy, increasing user engagement by 45%, and managing products from conception to launch. Expert in agile methodologies, user research, and data-driven decision making.

## Work Experience

### Senior Product Manager

*TechVision GmbH, Berlin, Germany*

March 2020 - Present

- Lead product development for SaaS platform serving 50,000+ enterprise customers
- Increased monthly active users by 45% through data-driven feature prioritization
- Manage cross-functional team of 12 engineers, designers, and analysts
- Successfully launched 3 major product releases, generating €2M in additional revenue
- Implemented OKR framework resulting in 30% improvement in team productivity

### Product Manager

*Digital Solutions AG, Munich, Germany*

June 2017 - February 2020

- Managed product roadmap for B2B analytics platform with €5M ARR
- Conducted 100+ user interviews to identify pain points and opportunities
- Collaborated with sales team to achieve 150% of quarterly revenue targets
- Reduced customer churn by 25% through improved onboarding experience

### Associate Product Manager

*StartupHub, Berlin, Germany*

January 2016 - May 2017

- Assisted in product strategy and feature development for mobile app

- Analyzed user behavior data using Mixpanel and Google Analytics
- Created wireframes and user stories for development team
- Coordinated with marketing team on go-to-market strategies

## Education

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### Master of Business Administration (MBA)

*ESMT Berlin*

2014 - 2016

Focus: Technology Management and Entrepreneurship

### Bachelor of Science in Computer Science

*Technical University of Munich*

2010 - 2014

Thesis: Machine Learning Applications in E-Commerce

## Skills

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Product Strategy

Agile/Scrum

User Research

Data Analysis

SQL

Python

JIRA

Figma

A/B Testing

Roadmap Planning

Stakeholder Management

API Design

## Certifications

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- Certified Scrum Product Owner (CSPO) - Scrum Alliance, 2019
- Google Analytics Individual Qualification - Google, 2018
- Product Management Certificate - General Assembly, 2017

## Languages

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- English - Native
- German - Fluent (C1)
- Spanish - Intermediate (B1)