

Kevin Segedi

<https://www.linkedin.com/in/segedi>
<https://kevinsegedi.com>

(404) 353-3763
hello@kevinsegedi.com

Product Management Leader

10+ years of experience researching, building, and scaling SaaS, Automotive, HRTech, eCommerce, automation, and operational workflow platforms.

Experienced in owning complex systems requiring high accuracy, scalability, and stakeholder alignment. Strong customer discovery background with expertise translating feedback and business problems into clear product strategy, roadmaps, and shipped software. Passionate about leveraging automation and thoughtful UX to improve operational efficiency and customer trust.

Professional Experience

Director, Product Management

S&P Global

October 2025 – June 2026

Led product strategy, roadmap development, and a global team to enable B2B AI-driven OEM forecasting solutions, offering major automotive manufacturers the fastest way to reduce risk and increase planning quality

- Owned product strategy and multi-month roadmap aligned to revenue targets and customer outcomes
- Built a product design and co-development partner program with enterprise customers, running structured alpha and beta programs to validate product direction before broad release
- Conducted competitive analysis and market research to identify differentiation opportunities and inform roadmap prioritization
- Developed revenue forecasting models and strategic business projections supporting executive planning and investment decisions
- Partnered directly with enterprise customers to conduct demos, training, and product feedback sessions that drove roadmap prioritization and adoption
- Built scalable AI-powered processes for aggregating and synthesizing customer feedback using NotebookLM and Gemini, improving signal quality and reducing research cycle time
- Established a company-wide software delivery process to improve execution consistency and cross-functional alignment
- Mentored direct reports

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Senior Product Manager

Paylocity

July 2023 – October 2025

Led product strategy and execution for Workflows across 3 SaaS product teams within a leading B2B HR and payroll platform serving millions of end users, resulting in thousands of hours saved per month

- Delivered automation and approval workflow APIs and enhancements that reduced manual processing, improved operational efficiency, and streamlined task routing and approvals saving users thousands of hours
- Led development of people management workflows, including position change and pay change workflows directly impacting payroll accuracy, approvals, downstream compensation processes, and employee record management
- Drove the user experience giving admins the ability to self-manage roles-based permissions and wrote, refined, and prioritized use stories and acceptance criteria
- Worked closely with the Data Engineering team to build and launch customizable, dynamic reports for compliance
- Led and defined roadmap priorities and executed against strategic business objectives
- Leveraged product analytics, customer feedback, and usage data to prioritize high-impact initiatives, improving customer satisfaction while reducing support contact volume
- Collaborated cross-functionally with payroll, HR, and platform teams to improve workflow interoperability and operational consistency across employee lifecycle processes
- Mentored junior Product Managers on my team and through the company mentorship program on product management best practices
- Hosted weekly Product/Ops meetings with our customer service and technical support teams to improve responsiveness to the most critical issues
- Completed a POC using generative AI to build out complex workflow automations
- Awarded 3rd place in internal innovation hackathon for a generative AI workflow solution

Senior Product Manager

MessageMedia

June 2022 – April 2023

Spearheaded product strategy and execution across 4 globally distributed B2B SaaS product teams focused on Contacts and Automations platforms to increase data quality and reduce expenses

- Built scalable workflow automation capabilities enabling customers to manage communications more efficiently
- Defined and measured OKRs aligned to customer adoption, operational efficiency, and business growth
- Worked closely with engineering, design, support, and leadership teams to deliver customer-facing improvements and operational tooling
- Managed roadmap planning in Productboard and coordinated delivery execution using Jira and Confluence
- Mentored team members and contributed to organizational product management best practices

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Senior Product Manager

Tensure Consulting

September 2021 – June 2022

Product Management Consultant – Mailchimp

Led cross-functional collaboration across Analytics, Design, Engineering, and Research teams to define and execute strategic product roadmaps

- Improved website administration and integrated domain management experiences, increasing customer satisfaction while reducing support contact volume
- Identified and launched new SaaS monetization opportunities through optimized add-on product flows
- Wrote and refined user stories and acceptance criteria
- Built repeatable internal sales and marketing operational processes to improve campaign effectiveness and measurement
- Served as SME for eCommerce workflows and customer discovery initiatives
- Mentored product and delivery team members

Manager, Digital Business Platform

Porsche Cars North America

September 2019 – September 2021

Group Product Manager for B2C eCommerce and digital commerce initiatives

- Successfully launched new B2C ecommerce shop with payment, tax, and ERP/Finance API integrations, and procured 3PL and integrated Warehouse Management System API
- Facilitated alignment across 80+ stakeholders spanning 15 departments and 3 countries
- Conducted customer research, workshops, and operational discovery sessions to identify opportunities for process improvement and platform scalability
- Defined KPIs, OKRs, and lean business use cases supporting executive decision-making
- Managed and mentored direct reports and interns across digital product and platform initiatives
- Led monthly meetings with C-Suite detailing strategy success and product updates
- Collaborated with Customer Care to define the support process for shop.porsche.com customers

Digital Platforms Manager

Audi Canada

October 2016 – August 2019

Owned digital retail and reservation platform initiatives generating \$millions in dealer revenue

- Launched B2B2C dealer inventory search product and increased new and certified pre-owned inventory visibility by 69%
- Drove tens of thousands of monthly website visitors and thousands of customer leads to dealerships
- Led integrations and operational collaboration with 48 dealerships
- Managed distributed development partners across 3 countries

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Education

BA, Graphic Design, Cum Laude (GPA: 3.5)
Mercyhurst University — 1994-1998

Training and Certifications

Professional Scrum Product Owner™ I (PSPO I)
Scrum.org — 2021

Award of Achievement in Digital Analytics
University of British Columbia — 2016

Skills

AI Tools: ChatGPT • Claude • Gemini • NotebookLM | **Analytics & Experimentation:** A/B testing • Digital Analytics • GA4 • OKRs • KPI/Metric Definition and Performance | **CMS & Web Platforms:** Adobe Experience Manager • Drupal • Sitecore • WordPress | **CRM & Sales:** Salesforce | **Design & Creative:** Graphic Design • UX Design • Photography (segedi.com) • Typography & visual brand systems | **E-commerce & Payments:** Adyen • Avalara • SAP Hybris • Shopify Plus • Stripe | **Product Management & Strategy:** Agile Delivery • AI-native/BPA product domain expertise • Audit trail/compliance feature design • Business Cases • Cross-functional stakeholder management • Customer Discovery • Executive presentations • Experimentation • Portfolio leadership across departments/countries • Product Lifecycle Management • Product roadmapping & prioritization • Stakeholder Management • RACI • ROI • Workflow & automation product leadership • Workshop design and implementation | **Product Management Tools:** Aha! • Confluence • Jira • Productboard | **Web Development & Site Ownership:** Cloudflare Pages/R2 • Domain hosting • Form handling • Site ownership end-to-end • User Access and Permissions • Vanilla HTML/CSS/JS

Industry Experience

HRTech • HCM • B2B SaaS • Workflow Automation • Automotive • B2C eCommerce • Payments • Forecasting • Finance • Insurance • Education • Real Estate • Hospitality • Publishing • Nonprofit