

# Kevin Segedi

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

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kevin@segedi.com

## Product Management Leader

10+ years of experience researching, building, and scaling SaaS, 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. Dad Joke aficionado.

## Professional Experience

### Director, Product Management

**S&P Global** — Remote / Cleveland  
October 2025 – Present

Lead product strategy and roadmap development for OEM forecasting solutions, offering major automotive manufacturers the fastest way to reduce risk and increase planning quality

- Partner directly with enterprise customers to conduct demos, training, and product feedback sessions that drive roadmap prioritization and adoption
- Developed revenue forecasting models and strategic business projections supporting executive planning
- Built scalable processes for aggregating and synthesizing customer feedback using AI tools, including NotebookLM
- Established a company-wide software delivery process to improve execution consistency and cross-functional alignment

### Senior Product Manager

**Paylocity** — Remote / Cleveland  
July 2023 – October 2025

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

- Delivered automation and approval workflow 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

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- Worked closely with the Data Engineering team to building customizable, dynamic reports for compliance
- Partnered with engineering, design, operations, and product leadership to define roadmap priorities and execute 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
- 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** – Remote / Cleveland  
June 2022 – April 2023

Spearheaded product strategy and execution across 4 global 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

## Senior Product Manager

**Tensure Consulting** – Remote / Cleveland  
September 2021 – June 2022

Product Management Consultant – Mailchimp Engagement

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

- Improved website administration and domain management experiences, increasing customer satisfaction while reducing support contact volume
- Identified and launched new monetization opportunities through optimized add-on product flows
- 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

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I also served as an interim marketing manager for Tensure and created a playbook for Sales and Marketing

## Manager, Digital Business Platform

**Porsche Cars North America** – Atlanta, GA  
September 2019 – September 2021

Group Product Manager for B2C eCommerce and digital commerce initiatives

- 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 cases supporting executive decision-making
- Managed and mentored direct reports and interns across digital product and platform initiatives

## Digital Platforms Manager

**Audi Canada** – Ajax, Ontario  
October 2016 – August 2019

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

- 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

## Digital Lead

**SAW Strategic Design Studio** – Calgary, Alberta  
June 2013 – January 2016

- Led effective strategic and tactical solutions for digital marketing platforms
- Launched 14 websites in 18 months for a major client engagement
- Supported and trained clients on CMS platforms and digital best practices
- Conducted seminars on email marketing optimization and campaign effectiveness
- Deployed and managed internal digital tools and operational systems
- Stakeholder management with with business executives, marketing, creative, development, vendors and internal teams

## Owner

**Little Black Umbrella** – Digital Marketing Solutions – San Diego / Christchurch  
August 2006 – October 2016

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- Designed and optimized 450 email marketing campaigns distributed to more than 300,000 subscribers
- Achieved average engagement rates of 42% open and 13% click-through, contributing to a 25% increase in sales
- Managed website builds, redesigns, contractors, and agency partnerships
- Supported clients including Intuit, Oakley, Dennis Conner, and Elsevier

## Senior Web Designer / Project Manager

**Closing.com** – San Diego, CA  
January 2007 – December 2007

- Launched 2 MVP products for a real estate startup
- Contributed to UX improvements and project delivery coordination

## Web Designer – Contractor

**Intuit** – San Diego, CA  
February 2006 – January 2007

- Designed accounting software marketing websites with tens of thousands of monthly visitors
- Increased website conversion rates by 5%
- Developed reusable B2B email templates supporting large-scale communications

## Core Competencies

Product Strategy • Payroll & HR Workflows • Workflow Automation • SaaS Platforms • Customer Discovery • Roadmapping • OKRs • Analytics • Experimentation • Operational Efficiency • Compliance Workflows • Cross-Functional Leadership • Product Lifecycle Management • Agile Delivery • Stakeholder Management

## Education

**Award of Achievement in Digital Analytics**  
University of British Columbia – 2016

**BA, Graphic Design, Cum Laude (GPA: 3.5)**  
Mercyhurst University – 1998

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## Volunteer Experience

### **Posse Foundation** 2020–2021

- Candidate Assessment Volunteer

### **Alberta Climbing Association** 2012–2018

- Designed and developed membership websites and email communications
- Organized volunteer support for event media production
- Served as competition event photographer

## Tools & Technologies

Jira • Confluence • Productboard • Aha! • Salesforce • Office 365 • Google Workspace • Claude • ChatGPT • Gemini • NotebookLM • Shopify Plus • Stripe • SAP Hybris • Adyen • Avalara • WordPress

## Industry Experience

HRTech • Payroll-Adjacent Systems • SaaS • Workflow Automation • Automotive • eCommerce • Payments • Forecasting • Healthcare • Finance • Insurance • Education • Real Estate • Hospitality • Publishing • Nonprofit