

# Mary E. Taylor

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## SUMMARY

Principal Product Manager with 12+ years of experience leading AI and ML product strategy from concept through production at scale. Currently owns the AI product line across 4 domains at UserTesting, where I have contributed to \$21.4M in revenue through customer-facing AI roadmap presentations, built evaluation frameworks for LLM-powered products, and helped establish AI governance standards including ISO 42001 and EU AI Act compliance. Background in data science (M.S. AI Specialization, Northwestern) with hands-on prototyping skills, enabling me to bridge the gap between research and production ML systems. Track record of shipping conversational AI agents, designing experimentation frameworks, and translating complex AI capabilities into measurable business outcomes.

## SKILLS

AI/ML Product Strategy (*LLMs, NLP, Agents*)  
Agentic AI & Orchestration (*MCP, Bedrock*)  
Prototyping (*Claude Code, Cursor, Python*)  
Experimentation & A/B Testing Frameworks  
Python, SQL, JavaScript, AWS (*Certified*)

Model Evaluation & Human-in-the-Loop Frameworks  
AI Governance (*ISO 42001, EU AI Act, NIST RMF*)  
Cross-Functional Leadership to VP & Board Level  
Product Discovery, OKRs, Roadmapping  
Tableau, Power BI, Jupyter, Pendo

## EXPERIENCE

### Principal Product Manager / Product Line Manager, AI - UserTesting

Oct 2024 – Present

*Enterprise SaaS • AI-powered user research platform*

- Lead AI product line across 4 domains (Networks, Testing, Insights, AI), collaborating with 3 Product Line Leads, 2 VPs of Products, and 10 product owners to integrate AI capabilities across the platform
- Directly contributed to 32 contracts totaling \$21.4M in revenue through customer-facing AI roadmap presentations and security reviews
- Serve as company-wide AI security resource for enterprise customer calls, partnering with legal on AI contract terms and supporting SSPA certification
- Member of AI Governance Team: defined ethical AI policies, supported ISO 42001 compliance, and led EU AI Act readiness efforts
- Built AI evaluation frameworks combining human-in-the-loop review with LLM-led assessments to measure output quality at scale
- Created PRDs for agentic systems that generate user research tests autonomously, currently in active development
- Defined criteria for an initial MCP Server to enable integrations with Figma, ChatGPT, Slack, Claude, and other platforms
- Build working prototypes using Claude Code and Cursor to validate ideas and share directly with engineering teams

### Founder & Fractional Product Leader - ProductShift

Jan 2024 – Present

*AI product consultancy for early-stage startups*

- Founded AI product consultancy advising startups on product strategy, customer discovery, and MVP launches
- Built proof-of-concept applications using Cursor, deployed via Vercel and Supabase for rapid client validation
- Developed product strategies, pricing models, and go-to-market plans; guided startups through funding acquisition and hiring

### Senior Product Manager, AI - AppFolio

Dec 2021 – Dec 2023

*PropTech SaaS • AI Leasing domain*

- Led Lisa, an AI conversational assistant for property management, defining agent skills as separate LLM services orchestrated by a classification model
- Improved chatbot automation rate from 63% to 88% through iterative model evaluation, threshold tuning, and A/B testing
- Released self-guided onboarding flow that reduced onboarding time by 2 weeks and cut churn from 20% to 3%

- Launched Lisa integration with AppFolio CRM, creating a new revenue stream (\$50/month upsell) with 456 customers in the first 3 months
- Facilitated vision sprints across 6+ teams to align on a unified AI Leasing product direction
- Built prototypes in a local development environment to communicate product concepts directly to engineering teams

**Senior Product Manager, AI - Movable Ink**

Nov 2020 – Dec 2021

*Email & Marketing SaaS • B2B personalization platform*

- Reported directly to CEO and CTO; unstuck a stalled AI product (2 years of impasse) within the first month by delivering a clear roadmap, value proposition, and beta plan
- Built AI, Innovation, and Product teams from scratch: authored job postings, conducted interviews, onboarded new hires
- Presented AI roadmap quarterly to C-Suite, VPs, board, and investors, translating technical capabilities into business strategy
- Developed pricing strategy with Sr. Director of Venture and Product Marketing based on user value and technical COGS

**Data Scientist, Product Development - Bioclinica**

Feb 2019 – Nov 2020

*Clinical research • Healthcare data products*

- Owned Data Science roadmap for 8+ data products spanning product, sales, finance, and clinical operations
- Built interactive dashboards in Tableau and Power BI; wrote complex SQL across Oracle, SQL Server, and Redshift
- Recruited and coordinated a team of data scientists and analysts; automated workflows saving 10,000+ staff-hours per year

**Product Data Analyst - Red Hat**

Dec 2017 – Jan 2019

*Open source • Customer Portal optimization for 1M+ users*

- Designed A/B testing framework adopted across Red Hat web teams, saving \$30M per year and cutting 200K+ support tickets monthly
- Implemented and became SME for Pendo (user behavior tracking) across the Red Hat Customer Portal
- Built analytics pipelines in Python, SQL, JavaScript, and APIs; delivered insights through Jupyter Notebooks

**Optimization Analyst - ROI Revolution**

Apr 2016 – Dec 2017

*CRO & e-commerce optimization*

- Led A/B testing, user behavior analysis, and conversion rate optimization delivering up to 20% revenue growth for e-commerce clients

**Technical Product Manager - Webonise Lab**

Apr 2014 – Apr 2016

*Product agency • SaaS, IoT, mobile, healthcare, transportation*

- Reported to CEO; owned roadmaps for SaaS, LMS, GIS, drone fleet management (DataMapper), mobile, and healthcare products
- Led DataMapper, a drone fleet management platform used in agriculture for aerial imagery stitching, crop analysis, and field mapping

**Data Science & Analytics Mentor - Springboard**

Nov 2019 – Nov 2021

- Mentored data science students on capstone projects, Python, ML frameworks, cloud platforms, and career preparation

**EDUCATION**

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**M.S. Data Science (AI Specialization) - Northwestern University**

**Product Strategy Executive Program - Northwestern Kellogg School of Management**

**B.S. Physics, Minor Mathematics - East Carolina University**

**AWS Cloud Practitioner Certification**