Jasmine Floyd

Senior Product Manager | AI Product Strategist

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SUMMARY

Senior Product Manager with 10+ years building B2B SaaS and customer-facing platforms, specializing in applied AI. Led 0-to-1 launches, a hardware-to-SaaS business-model pivot, enterprise API integrations, and multi-agent AI workflows with defined evaluation criteria, behavioral guardrails, and human-review paths. Pairs technical fluency with cross-functional leadership to turn ambiguous business problems into adopted products.

EXPERIENCE

Popmenu | Atlanta, GA (Hybrid)

Senior Product Manager | Oct 2021 – Present
Growth-stage SaaS platform for restaurants

- Own the product roadmap and backlog for AI-driven onboarding, mobile applications, and consumer ordering across a multi-product SaaS platform serving restaurants.
- Led product strategy for a multi-agent AI onboarding system that substantially shortened customer setup time and lowered onboarding cost. Designed the evaluation framework for multi-turn agent workflows and validated performance across diverse onboarding scenarios.
- Defined requirements and acceptance criteria for an AI Assistant that translates user goals into prioritized, validated actions, using scoring models, behavioral guardrails, validation checks, and escalation paths to limit unsupported outputs.
- Led a cross-functional team of 8 to deliver an AI-powered Review Management System that automated response generation and sentiment analysis, sharply reducing manual review effort and cutting response time to negative reviews from days to hours.
- Grew mobile from a niche tool into a core operations platform adopted by the majority of customers, through iterative feature development and UX improvements.
- Led 0-to-1 development of the consumer ordering platform, including payment processing and ordering flows, establishing a new revenue stream.

Upside Business Travel | Washington, D.C. (Remote)

Senior Product Manager | Apr 2020 – Aug 2021
Mid-stage B2B travel and fintech startup

- Led a 10-person cross-functional team to deliver the Partner Management Interface, enabling enterprise clients, including Capital One, to self-serve configurations and performance reporting and eliminating a manual support bottleneck.
- Defined requirements for secure partner API integrations supporting real-time, bidirectional data flow between core travel systems and external partner platforms, enabling partner ecosystem expansion.
- Co-led product strategy for a COVID-era fintech pivot, delivering a PPP loan application and forgiveness product in under 8 weeks. Owned roadmap planning and stakeholder alignment across Product, Engineering, and executive leadership during a critical business transition.

Reliant Technology | Atlanta, GA (Remote)

Lead Product Manager (first product hire) | May 2017 – Mar 2020
Early-stage startup pivoting from hardware resale to SaaS

- Joined as the first product hire and led the company's strategic pivot from hardware resale to SaaS. Defined scope, built the roadmap, and shipped an asset tracking platform and vendor partner portal from concept through general availability, establishing the company's first recurring software revenue stream.
- Partnered with the CEO and sales leadership to define the shift from service-led to SaaS subscription revenue, informing the investor narrative and pricing strategy during the transition and fundraising.
- Built remote product delivery across fully distributed Product, Design, and Engineering teams, establishing repeatable sprint cadences and scoping processes that enabled consistent quarterly releases.

AvePoint | Jersey City, NJ

Senior Product Manager | Dec 2014 – May 2017
Technical Account Manager | Jan 2013 – Dec 2014
Enterprise SaaS serving Fortune 500 customers

- Promoted from Technical Account Manager into Product during the company's on-premises-to-SaaS transition, owning the product organization's shift from waterfall to agile scrum.
- Owned product modules integrated with the Microsoft cloud ecosystem, including Office 365, Azure, and Microsoft Graph APIs, translating enterprise governance and collaboration requirements into SaaS capabilities.
- Served as the bridge between enterprise customers and engineering, translating complex compliance and data governance requirements into prioritized roadmap decisions across multi-year engagements.

CORE COMPETENCIES

Product Leadership: Product strategy, roadmap ownership, product discovery, prioritization, KPI definition, go-to-market strategy, stakeholder management, Agile/Scrum, 0-to-1 product development

Applied AI & Systems: AI product strategy, LLM workflows, multi-agent systems, prompt and workflow design, evaluation frameworks, human-in-the-loop systems, behavioral guardrails, LLM cost optimization

Technical & Analytics: APIs, SQL, system design, Snowflake, Looker, Tableau, Amplitude, FullStory, Figma, Microsoft Graph, Azure, React and TypeScript (working knowledge)

AI Tools: OpenAI, Claude, Gemini, Perplexity, Grok

EDUCATION & CERTIFICATIONS

Johnson C. Smith University | B.S. Computer Science, Information Systems

- AI Product Management Certification, Product Faculty
- AI Product Leadership Certification, Product Faculty
- Certified Product Manager (AIPMM)
- Pragmatic Marketing PMC-V
- SLII Blanchard Leadership Certification