

Kevin Robert Johnson

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SENIOR PRODUCT MANAGER | ENTERPRISE SAAS & AI-DRIVEN WORKFLOWS

PROFESSIONAL SUMMARY

Senior Product Manager with 9+ years of experience building and scaling enterprise SaaS products, leading cross-functional teams across engineering, design, data, and go-to-market functions. Proven track record owning complex product areas, defining roadmap strategy, and translating user needs into simple, high-impact workflow solutions. Experienced using analytics, experimentation, and customer insight to drive prioritization and delivering AI and machine learning-powered enhancements that improve user efficiency and business outcomes.

CORE STRENGTHS

Enterprise SaaS Product Management | Roadmapping & Prioritization | User Research & Discovery | AI-Driven Workflow Design | Cross-Functional Leadership | Product Analytics & KPI Development | Backlog Management | Design Thinking | Experimentation & A/B Testing | Stakeholder Management | Requirements Definition | Complex Workflow Simplification

PROFESSIONAL EXPERIENCE

Head of Product, ACS Gaming, Inc., Remote

Apr 2025 - Present

- Head of product for a profitable market intelligence SaaS business serving Indian casinos, owning the full product roadmap across four product offerings.
- Lead software strategy and execution contributing to double year-over-year revenue growth.
- Introduced proprietary AI capabilities into the platform, expanding product differentiation and unlocking new user value.
- Built product operations, processes, and best practices that doubled engineering throughput and improved delivery scalability through automation.
- Led deployment of greenfield self-service capabilities, improving operational efficiency for internal account management and accounting/billing teams.

Lead, Product Analytics & Support, Arthur J. Gallagher & Co., Remote

Jul 2024 - Present

- Drive product analytics, UX, and support improvements for high-usage insurance platforms, partnering with stakeholders to define roadmap priorities and user-facing enhancements.
- Consolidated and standardized SQL reporting repositories to improve insight generation, product decision-making, and visibility into platform performance.
- Led roadmap planning and end-to-end feature delivery with third-party engineering vendors for two consumer-facing mobile applications.
- Reduced support demand by implementing self-service workflows, training support teams, and launching a centralized product knowledge base.
- Partnered across business and technical stakeholders to shape a 6-month analytics roadmap and improve execution against product priorities.

Freelance Product Consultant, Independent, Remote

Aug 2023 - Present

- Advise startups and nonprofits on product strategy, UX optimization, roadmap definition, and scalable platform design.
- Led a full mobile and web redesign for a nonprofit organization, using experimentation to drive a 26% increase in student activation.
- Partnered directly with DeweyVision.ai founders to define and deliver a scalable 0-to-1 platform, including product requirements, user workflows, and enablement documentation.

Director, Product Management, Engage3, Inc., Davis, CA

Mar 2022 - Oct 2023

- Owned strategy and roadmap execution across a portfolio of enterprise SaaS products, with a focus on workflow efficiency, automation, and AI-driven pricing intelligence.
- Led cross-functional teams spanning product, UX, engineering, data science, and support to deliver improvements across complex, business-critical user workflows.
- Defined product vision and roadmap priorities across North America, Europe, and South America, balancing customer needs, technical constraints, and business impact.
- Launched a new SaaS product targeting FMCG manufacturers, opening a new market vertical and achieving early product-market fit.
- Delivered machine learning-based enhancements that improved customer operational efficiency by 83%.

- Built and scaled product, UX, and technical support teams from 3 to 11, mentoring junior PMs and designers while strengthening discovery-to-delivery execution.

Senior Product Manager, Engage3, Inc., Davis, CA

Oct 2018 - Mar 2022

- Led product strategy and execution for a competitive intelligence and price optimization platform used to support complex retail decision-making workflows.
- Established continuous product discovery practices and defined 7 core product KPIs, enabling stronger experimentation, analytics, and roadmap prioritization.
- Partnered closely with engineering and design to translate complex customer needs into simpler, more actionable product experiences.
- Introduced Cost of Delay prioritization into planning, helping reduce customer churn by 6%.

Product Manager, Engage3, Inc., Davis, CA

Jul 2016 - Oct 2018

- Helped establish the product management function as the company transitioned from DaaS to SaaS, shaping product development processes, stakeholder alignment, and roadmap discipline.
- Launched a new core SaaS product that expanded total addressable market by 5x and enabled C-suite retail leaders to manage price perception more effectively.
- Led 150+ Agile release cycles across the product portfolio, including a B2B2C mobile app that saved over \$2M in working capital.
- Built and scaled the product support function, defining SLAs and leading a team supporting thousands of weekly active users.

Head of Product & Business Development,

Sep 2015 - Jan 2016

Datasembly, Inc., San Francisco, CA

- Led product innovation, marketing, and business development as part of the 500 Startups seed accelerator.
- Tripled revenue in 5 months through company rebranding, revenue-sharing partnerships, and go-to-market strategy execution.
- Established partnerships with four global FMCG manufacturers, leading to co-development of Datasembly's flagship SaaS product.

Earlier Experience, Engage3, Inc., Davis, CA

Feb 2014 - Jul 2016

- Product Marketing Manager and Marketing & Business Development Specialist; increased lead-to-customer conversion by 31%, improved engagement by 29%, and delivered executive SWOT analyses to support strategic planning.

EDUCATION & CERTIFICATIONS

California State University, Sacramento - B.A. in Communication Studies

Certified Scrum Master (CSM) - Oct 2017

Pragmatic Management Certified (PMC-I) - Jun 2018

TOOLS & TECHNICAL

SQL, Claude, ChatGPT, Excel, Jira, Confluence, Amplitude, Figma, Miro, Salesforce, Productboard, HTML/CSS, JavaScript