SEEMANT KULLEEN

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PROFESSIONAL SUMMARY

Director of Product with 10+ years scaling B2B SaaS and observability platforms, driving 4x product usage growth and $1M profit from support turnarounds. Excel at full lifecycle ownership—strategy, roadmaps, GTM, metrics-led iteration. Proven in enterprise turnarounds and climate-tech innovation. Skilled in AI-powered business intelligence, analytics platforms, and data-driven decision-making.

KEY ACHIEVEMENTS

• Directed New Relic Instant Observability strategy, re-engineering marketing funnel to deliver 4x product usage growth through 2x traffic and 2x conversion
• Transformed Engine Yard support from cost center to $1M annual profit center, boosting CSAT from 71% to 99% via tiered model and process redesign
• Architected Issio FedRAMP-compliant AWS infrastructure, achieving certification and cutting deployment times from 2 hours to 2 minutes for VA hospital SaaS
• Led Gap Inc cloud management platform implementation (Morpheus), unifying multi-cloud operations for 130+ teams
• Launched Website Performance Monitor achieving 2x conversion uplift vs benchmarks through user research and UX optimization
• Modernized Checkr client portals, streamlining onboarding and activation for SMB and enterprise customers
• Owned full product lifecycle for web3/Blockchain campaign finance platform, crafting vision, roadmaps, and securing first paying customer from customer discovery

PROFESSIONAL EXPERIENCE

Senior Product Manager, Observability & User Experience, New Relic | *2022 – 2024*
• Directed product strategy for Instant Observability catalog, re-engineering marketing funnel to double traffic and conversion rates, delivering 4x growth in product usage
• Launched Website Performance Monitor as default non-technical onboarding, achieving 2x conversion uplift through user research, simplified UX, and A/B testing
• Streamlined core integrations onboarding cross-functionally, reducing activation friction and boosting NPS via prioritized roadmaps

Head of Product (Contract), 4US | *2021 – 2022*
• Owned full product lifecycle for web3/Blockchain campaign finance platform, crafting vision, roadmaps, and securing first paying customer from customer discovery
• Deployed secure AWS environments (CloudFormation, Lambda, DynamoDB) exceeding CIS standards, enabling production launches

Interim CISO & Product Lead (Contract), Issio | *2020 – 2022*
• Architected FedRAMP-compliant AWS infrastructure for VA hospital scheduling SaaS, achieving certification while cutting deployment times from 2 hours to 2 minutes
• Served as CISO during compliance audits and led MVP refinement for $1M startup competition

Senior Product Manager, UI/UX, Checkr | *2019 – 2020*
• Modernized client portals, streamlining onboarding and activation for SMB and enterprise customers
• Selected/integrated Pendo via multi-team build-vs-buy analysis
• Built configurable demo environment, quartering custom PoC engineering effort for Sales team

Product Owner, Cloud & Observability, Gap Inc. (via Slalom) | *2017 – 2019*
• Stabilized five remote infrastructure teams post-leadership gap, defining OKRs and retaining talent
• Selected/implemented Morpheus from eight vendors, unifying multi-cloud ops for e-commerce scaling
• Migrated 130 teams to New Relic & Splunk ahead of peak sales seasons, improving MTTR and uptime

Product Manager/Director of Support, Engine Yard | *2011 – 2013*
• Turned around global support organization managing three directors, creating $1M profit center with CSAT 71%→99%
• Managed support and renewal processes for high-volume customer base

EDUCATION & CERTIFICATIONS

Graduate Coursework, Computer Science, Rochester Institute of Technology
BS, Optics, University of Rochester
AWS Certified Solutions Architect – Associate

SKILLS

Product Management, Product Strategy, Roadmaps, Agile/Scrum, User Research, A/B Testing, GTM, Stakeholder Alignment, OKRs, Jira, Pendo, New Relic, Splunk, AWS, FedRAMP, Observability, DevOps, SaaS, Metrics, Cloud Infrastructure, Rapid Learning, Customer Obsession, AI-Powered Business Intelligence, Analytics Platforms, Data-Driven Decision-Making, Founder/Early-Stage Startup Experience, Prototyping, Iteration, Customer Empathy, Product Excellence