CHRISTINA GRIFFIN, MBA

Houston, Tx ∘ the.christina.griffin@gmail.com ∘ www.linkedin.com/in/christinaloisgriffin/ ∘ christinagriffin.me

PROFESSIONAL SUMMARY

Senior Product Manager with 10+ years in B2B SaaS building integration platforms, identity systems, and AI-powered workflows. Skilled at turning ambiguity into adoption-driving products—connecting systems, reducing manual work, and translating complex technology into measurable customer outcomes. Experienced in leading cross-functional teams, defining product charters, and scaling 0-to-1 products from concept to revenue. STEM-designated MBA with an engineering background and a passion for embedding AI and automation into workflows to unlock efficiency and insight.

CORE SKILLS & EXPERTISE

- **Product Strategy & Leadership:** Roadmapping, 0→1 launches, GTM, discovery/JTBD, beta programs, OKRs, SOC 2 practices
- **AI & Automation:** AI/ML workflow integration, generative AI features, conversational AI, OpenAI/Anthropic APIs, n8n/Zapier automation
- **Integrations & Platforms:** API strategy, bi-directional syncs, developer portals, identity/authentication (SSO, MFA), SCORM/AICC content integrations
- **Data & Analytics:** SQL, Snowflake, cohort/retention analysis, Mixpanel/Datadog dashboards, anomaly detection
- **Execution:** Agile (Scrum/Kanban), PRDs/user stories, stakeholder alignment, churn mitigation, cross-functional leadership

PROFESSIONAL EXPERIENCE

BUILDWITT   REMOTE, USA
Product Manager, Identity & New Products | April 2024 – Present
- Built product management discipline from scratch, establishing SDLC, KPI/OKR frameworks, and product charters.
- Launched BuildWitt Account (authentication & identity) ahead of schedule across web and mobile.
- Scoped and delivered AI-powered field data mapping, eliminating 4–6 hours of manual onboarding per customer.
- Defined requirements for public APIs and built SCORM/AICC integrations for content sharing.
- Planned and delivered product programming at Dirt World Summit, incorporating GTM and customer feedback loops.
- Mentored a new PM; partnered with Sales, Success, and Marketing to align GTM and customer growth strategies.

ASSIGNAR   REMOTE, USA
Product Manager, Reporting & Integrations | 2022 – 2024
- Launched integrations platform from concept to $398K ARR in 9 months.
- Defined APIs and mappings for Sage Intacct, Acumatica, QuickBooks, Xero, and Oracle Aconex.
- Embedded anomaly detection and data-quality frameworks into reporting workflows.
- Instituted systematic feedback loops with Productboard; managed whitelabeled Reporting (Looker) on Snowflake.
- Partnered with third-party platforms to secure integrations, accelerating onboarding and reducing customer churn.

HCSS   SUGAR LAND, TX
Business Analyst, Enterprise Systems | 2021 – 2022
- Managed integration of Salesforce across 20+ enterprise systems.

- Delivered dashboards improving operational visibility for revenue and resourcing.

Technical Product Manager & Development Team Lead | 2019 – 2021
- Owned identity, permissions, and analytics platforms serving 300K+ daily users.
- Led 8-person team; implemented MFA, SSO, and SOC 2 governance controls.
- Ran discovery/user labs to validate usability and improve adoption of data features.

Quality Assurance Intern →Quality Control Specialist →QA Team Lead| 2012 – 2019
- Advanced through QA roles, building the first regression automation suite that reduced release cycle time by 25%.
- Established systematic QA practices that ensured SaaS product reliability at scale.

EDUCATION

RICE UNIVERSITY, **JONES GRADUATE SCHOOL OF BUSINESS**   HOUSTON, TX
Master of Business Administration (MBA), STEM-designated   May 2025
GMAT: 710, GPA: 3.84

BAYLOR UNIVERSITY   WACO, TX
Bachelor of Science, Electrical & Computer Engineering   May 2014
Double Minor: Computer Science, Mathematics

INDUSTRY & COMMUNITY INVOLVEMENT

- **Speaking:** HCSS UGM, Sage Intacct Transform (Panel), Trimble Dimensions (Panel), Assignar Webinars, BuildWitt Product Content, NAPE Expo
- **Organizations:** NAWIC, Rice Black Business Student Association, National Black MBA Association, Women in Leadership Conference
- **Community Leadership:** Real Life Christian Church (Board of Trustees), Delta Sigma Theta Sorority, Inc. (Technology Committee), Open Dance Project (Board Member)

SELECTED PROJECTS

- **MBA Capstone Project:** *BuildWitt Strategic Plan | 2025*
  Developed a comprehensive 3-year growth strategy for BuildWitt by analyzing market positioning, financials, company operations, and the existing roadmap, then identifying and analyzing growth opportunities.
- **MBA International Consulting Project:** *Disproel market expansion plan| 2024*
  Created and delivered a data-backed strategy for Disproel's expansion into Peru, incorporating marketing, personnel, and operational changes. The plan is now being successfully implemented.
- **Fork & Friends |** *2025, Ongoing*
  AI-native app designed to help groups of friends choose restaurants. Defined ICP, TAM/SAM/SOM, MVP requirements, infrastructure needs, and long-term roadmap under limited resources. Launching Winter 2025.
- **NAPE Case Competition:** *Disproel market expansion plan| 2024*
  Evaluated multiple growth options for a fictional Oil & Gas company, performed cost analyses, and recommended the best path forward. Presented winning strategy on the main expo floor after securing first place.

TOOLS & TECHNOLOGIES

Productboard, Jira, Confluence, Azure DevOps, Figma, Miro • SQL, Snowflake, Datadog, Mixpanel • REST APIs, OAuth 2.0, Webhooks • n8n, Zapier, Workato, Boomi • Salesforce, HubSpot