Jenna Minnix

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Over a decade of the same problem at a bigger scale: how do you take complex, messy information and turn it into something a team can actually act on?

EXPERIENCE

Beautiful.ai

2020 – 2026

VP of Product · B2B SaaS · Series B · $30M raised · 6M users · 25K accounts · Remote

Led the full product function — product management, design, and data — with accountability for the growth funnel across activation, conversion, retention, and expansion.

THE AI WORK

- Owned AI presentation generation end to end — prompt intake, outline, slide construction, iteration, export.
- Built the business case for a generative presentation API — projected 5× annual revenue impact.
- Defined requirements and led the MCP connector launch across AI assistants.
- Built the eval system for AI output quality — a golden-prompt benchmark covering presentation generation.
- Worked in the codebase directly: write and ship code with AI, trace analytics events through git history, catch model regressions in production before they reach users.
- Agentified the workflow chain (Claude → Codex → Figma Make → Codex) I use to go from idea to spec.

THE INTELLIGENCE WORK

- Built the diagnostic infrastructure the team runs on. When a metric moves and the obvious explanation doesn't hold up, I write the SQL myself.
- Automated the intelligence layer the company runs on — agents deliver competitive research to leadership weekly and synthesize product usage and sentiment week over week to surface anomalies early.
- Launched Omni, improved dbt hygiene, and established the data dictionary standards the org still runs on.
- Diagnosed the acquisition-mix effect behind a conversion decline, six months of NPS decline that turned out to be a survey-eligibility bug, a 35–40% trial-to-paid churn cliff, and a payment-fraud pattern driving disputes and failed conversions.

THE GROWTH WORK

- Accountable for the funnel end to end — activation, conversion, retention, expansion.
- Redesigned pricing and plan architecture through customer research, competitive analysis, and A/B testing — identified a $178.8M ARR opportunity and 1.7× expansion in sales addressability.
- Ran pricing and onboarding experiments that increased upgrades 220% and projected cash flow 3.2×.
- Diagnosed and reversed a 4pp conversion decline through cohort analysis and funnel instrumentation — increased trial-to-paid conversion 87%.
- Formed and directed a Growth pod forecasted to deliver $80M incremental ARR over three years.
- Van Westendorp pricing research I ran in year one is still authoritative in leadership pricing decisions five years later.

THE TEAM

I lead the same way I work: clear about the bar, direct when something's off, and more interested in the team running without me than through me.

- Managed six people across product management, design, and data — a cross-functional org where PMs design and designers ship.
- Built the operating system: roadmap DRI model, planning cadences, experimentation norms — including a readout channel where null results get called cleanly in public.

- Reduced discovery cycle time 40% and bug resolution time 30% through standardized product principles and execution processes.
- Coached the team on AI-native workflows.

Snapdocs

2018 – 2020

Senior Product Manager · Real estate tech · Series D · $260M raised · Unicorn ($1.5B+) · 240K+ users

Mortgage technology — regulated industry, complex integrations, real consequences for a wrong diagnosis. This is where the analytical instinct got sharp.

- Led product across high-stakes workflow automation surfaces where reliability isn't a feature — it's the baseline expectation.
- Conducted product-market fit research confirming high customer dependency — up to 50% of users “very disappointed” if the product were shut down; findings directly shaped retention and growth strategy.

Stitch Data

2016 – 2018

Founding Product Manager · Data infrastructure · Seed-stage · Exit: Acquired by Talend · ~1K paying customers · 10K+ OSS users

Stitch Data was spun out of RJMetrics during the Magento/Adobe acquisition. I was the customer-facing rep who helped build it into a standalone company — which is how I became a PM.

- Owned a developer-facing data integration platform from scratch, in a high-growth transition, without a playbook.
- Launched an embedding API GTM motion that generated 37% of enterprise revenue, lifted signups 11%, and reached 45% beta adoption.
- Built defect management and support infrastructure — reduced active support issues 75% and resolution time 30%.

RJMetrics

2015 – 2016

Data Analyst · Data tech · Series B · Exit: Acquired by Magento · ~2K customers

Started here because data visualization was an obsession. Learned that the chart is only as good as the question behind it — and that the question only matters if it changes what someone does next.

- Analyzed 350M+ events per day to surface growth and churn patterns.
- Contributed to the internal data pipeline initiative that later spun out as Stitch Data.

CORE SKILLS

Product-Led Growth · Pricing & Monetization · Experimentation & A/B Testing · SQL & Behavioral Analytics · AI Product Development · Autonomous Agents · Product Strategy · Cross-functional Leadership

EDUCATION

Tufts University — B.A., Economics & German Studies, cum laude

Eberhard Karls Universität Tübingen — Economics & Business Administration