

## Michael Siegel

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## Summary

Results-driven product leader with a track record of driving revenue growth, increasing adoption, and accelerating implementation in B2B fintech and SaaS. Passionate about building impactful products, streamlining operations, and delivering measurable outcomes. Series 65 certified.

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## Experience

### **MANTL – Lead Product Manager (2021 – Present)**

- **In-Branch Product Owner:** Launched and scaled in-branch banking, unlocking adoption and driving product success.
- **Revenue Impact:** Helped grow company ARR from \$7M to \$40M by driving adoption and streamlining implementation.
- **Activation Efficiency:** Reduced account opening implementation from 12 months to 3 months, cutting maintenance by 40%.

### **Splash – Senior Product Manager (2018 – 2021)**

- **User Adoption:** 10x increase in adoption through enhanced UX and automation.
- **Revenue Growth:** Contributed to 60% YoY revenue growth and 70% YoY user expansion.
- **Data Science Products:** Led the ROI Dashboard, improving customer retention by 20%.

### **Social Tables – Senior Product Manager (2015 – 2018)**

- **Growth Initiatives:** Launched freemium model, increasing paying customers by 10%.
- **Market Expansion:** Grew TAM and improved ACV by 20%.

### **Jibe – Director of Engineering & Product Owner (2011 – 2015)**

- Led product and engineering teams, managing \$4M in revenue and improving operational efficiency by 30%.

### **Blackboard – Software Engineer (2006 – 2011)**

- Developed and maintained enterprise learning management software used by universities worldwide.

### **Northrop Grumman – Software Engineer (2004 – 2006)**

- Built and optimized defense and security-related applications for government contracts.
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## **Education & Certifications**

### **University of Maryland, College Park**

- B.S. in Computer Science

### **Series 65 Certified Investment Adviser Representative**

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## **Skills**

- Product Strategy & Execution
  - Fintech & SaaS Growth
  - GTM & Sales Enablement
  - Product Discovery
  - AI & Automation
  - Data-Driven Decision Making
  - Agile & Lean Methodologies
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## **Additional**

- Personal finance & investing enthusiast
- Passionate about fintech innovation and automation