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.

Experience

MANTL – Senior Manager, Product Management (2025 – Present)
Lead Product Manager (2021 – 2024)

- **Team Leadership:** Promoted to Senior Manager; currently managing two Product Managers, overseeing roadmap execution and professional development.
- **Strategic Delivery:** Leading high-impact initiatives across in-branch and platform products to increase adoption and customer retention.
- **Cross-Functional Alignment:** Partnering with Engineering, Design, Sales, and GTM to prioritize initiatives and drive organizational focus on value delivery.
- **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 $45M 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.

Education

University of Maryland, College Park

- B.S. in Computer Science

Skills

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

Additional

- Personal finance & investing enthusiast

- Passionate about fintech innovation and automation