Boris Klaydman

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Product and Design Strategy Executive with expertise in B2B SaaS product management, 0 to 1 launching, and customer growth optimization who brings clarity, consistency, curiosity, and collaboration to cross-functional teams. Twelve years leading strategy that aligns business vision and customer needs, accelerates product experimentation, strengthens analytic processes, and exceeds growth targets for Amazon, Apple, IBM, and Salesforce.com.

Product Management - Direct software product lifecycle for Fortune 100 corporations and high-growth start-ups.
Growth Strategy - Identify gaps and solutions to improve user acquisition, activation, retention, and profitability.
UX Design - Merge user-centric thinking with business goals to create product experiences that fit market needs.
Software Engineering - Advise clients on emerging technology options, features, and development processes.
Team Collaboration - Partner with sales/marketing executives to shape product vision and select KPI metrics.

EXPERIENCE

Director of Product Management and Design, Allergan Aesthetics   Palo Alto, CA   6/2023 - Present
- Lead practice management SaaS system product design and development for global leader in health aesthetics.
- Analyzed client priorities, pain points, and operational needs to build customized business management platform.
- Championed focus on rapidly generating and testing new SaaS features that accelerated go-to-market process.
- Managed four teams of designers, data scientists, marketers, and engineers to design and build SaaS platform.
- Designed streamlined enrollment that reduced user activation process and onboarding from 7 days to 24 hours.
- Developed new order placement software that improved shopping experience and boosted order volume 30%.
- Built and deployed services training portal, which increased engagement and provider enrollments by 12% YoY.
- Prioritized features based on customer feedback and usage data that increased customer retention by 4%.
- Interpreted and analyzed data to develop briefs and advise executives on product vision, scope, and solutions.
- Realigned product team priorities during company acquisition and restructure to launch platform update.
- Trained and mentored product managers in use of analytics and generative AI technology for growth strategy.

Senior Product and Design Manager, CloudKitchens   Mt. View, CA   7/2022 - 6/2023
- Interviewed customers to identify product inefficiencies and implemented user activation growth strategy.
- Collaborated with design, engineering, data science, and marketing to set NorthStar company growth metrics.
- Built predictive consumer traffic analytics and recommendation features that reduced customer churn by 8%.
- Integrated multiple delivery services menu builder into streamlined onboarding that increased orders by 23%.
- Designed and built in-house analytics studio with dynamic metric instrumentation and dashboard automation.
- Launched generative AI customer support infrastructure and interface, decreasing need for support calls by 17%.
- Reviewed and influenced scalable system architecture to support analytics-driven customer insights dashboard.
- Instituted Lean product development, continuous discovery, and story mapping methodologies enterprise wide.
- Implemented deployment experimentation and analysis of cohort-based features in user engagement process.

Principal Product Manager, Amazon AWS   Palo Alto, CA   2/2022 - 7/2022
- Analyzed competitive system architecture and onboarding process and identified inefficiencies and opportunities.
- Developed AWS cloud configuration flow that decreased database setup time 50% and increased market share 2%.
- Led design and implementation of work intake restructure that reduced meetings and optimized team utilization.

Head of Product Design, topi   Berlin, Germany   10/2021 - 2/2022
- Partnered in developing vision, mission, and brand strategy for B2B Hardware as a Service start-up.

- Collaborated with founders and venture capitalists to successfully secure $4.5M in seed investment.
- Assessed risk and budget implications of taking on debt to self-finance leasing of hardware to clients.
- Established first product and design teams delivering MVP and roadmap that secured $45M Series A funding.

Design and Product Manager, Apple   Cupertino, CA   1/2019 - 10/2021
- Led channel sales product and design strategy driving uniformed process for international retail partners.
- Redesigned partner-facing device comparison app that generated $1B+ in upgrades and platform switch revenue.
- Launched B2C subscription service platform for European retailers with $200M+ in gross profit within 6 months.
- Designed channel partner training system that boosted test scores by 30% and content engagement 120%.
- Presented on the impact of design on the level of customer sales engagement to 800 product retailers.
- Led live coaching sessions and reviewed attendees' apps at Apple's Worldwide Developer Conference.
- Implemented rapid prototyping, usability testing, review, and handoff process, reducing bugs by 18%.

Design and Product Manager, Apple + IBM Partnership   Cupertino, CA   3/2015 - 1/2019
- Established scalable process of discovery, design, and development of 108 enterprise iOS apps in the first year.
- Implemented three-day product alignment design sprint methodology that enabled app delivery within 14 weeks.
- Integrated AI-driven analytics engine into B2B apps to automate repeated tasks and increase users' productivity.
- Led cross-functional teams in delivery of 360 mobile healthcare, finance, insurance, and transportation apps.
- Trained and mentored 500+ designers and product managers in user experience design methodology.

Senior Manager of Product Design, Manifest   Chicago, IL   6/2014 - 3/2015
- Led mobile app user experience update that reduced support calls volume by 20% for Allstate Insurance.
- Conducted competitive and comparative user research that identified opportunities for engagement growth.
- Designed and built safe driver and rewards features offering billing and coverage personalization.

UX Architect, Salesforce.com   Chicago, IL   3/2011 - 6/2014
- Led Consulting Services team mobile design projects for Coca-Cola, Dr Pepper, GE, Home Depot, and P&G.
- Facilitated discovery workshops for clients to align project teams on product scope, features, and solutions.
- Designed B2B iPad apps showcasing platform innovation at Dreamforce conferences that secured new clients.

Product Researcher, NavTeq   Chicago, IL   1/2010 - 3/2011
- Analyzed HERE mobile map platform and identified growth opportunities in scalability and usability.
- Created usability studies and reports that improved optimization of map layouts and responsiveness.
- Developed implementation plan to significantly improve usability, engagement, and user experience.

CPO | Founder, Zino Studio   Chicago, IL   4/2008 - 1/2010
- Tested first iOS Software Development Kit, as a part of initial cohort of 5K beta testers selected by Apple.
- Designed, developed, and launched news reader app that was part of the initial 500 app offering in the App Store.
- Consulted enterprise-level clients on customer-facing mobile app building and implementation strategies.

EDUCATION

Product Management: Accelerated, Stanford University   2025 - 2025

Chief Product Officer Postgraduate Program, Northwestern Kellogg School of Management   2023 - 2024

MSc - Computer Science, Washington University in St. Louis   2003 - 2004

BSc - Computer Science, Washington University in St. Louis   2000 - 2003