# DIANA HART

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## SENIOR PRODUCT MANAGER

**Senior Product Manager with 10+ years** driving $28B-$44B in B2B2C and B2C platform growth at Visa, Google, and YouTube. Skilled in product strategy, API ecosystems, fintech innovation, and AI automation. Experienced in defining KPIs, leading teams, and scaling platforms delivering secure, privacy-first experiences to global developer and user communities through AI enhanced execution.

**Proven record leading 0-1 fintech and e-commerce launches** at Visa and Google. At Visa, built the FinTech Fast Track Platform, reducing onboarding time by 78% and enabling hundreds of partner launches. At Google, introduced Shopping Express for same-day delivery to 7M+ users. Collaborated with executives on GTM, UX, security, and support models that scaled adoption and customer impact.

**Cross-functional leader** with expertise in developer ecosystems and API platforms. Partnered with Engineering, UX, Design, Data Science, PMM, Privacy, Compliance, Legal, and Finance to deliver secure, scalable solutions enhancing developer experience and platform adoption. Advised SVPs and Directors on strategy, roadmaps, and go-to-market plans aligning teams and driving measurable business impact.

## PROFESSIONAL HIGHLIGHTS

**Visa,** Foster City, CA                                                        **Dec 2017 - Present**

*Visa, Inc. is a global fintech leader, powering a secure, AI-driven platform processing $15T+ yearly for businesses, consumers, and developers.*

### Product Lead, Consumer Payments and Platform Products                  Oct 2024 - Present

- Define and drive product vision for Consumer Payments and Platform Products, scaling the Visa Developer Platform to accelerate partner onboarding and payment innovation.
- Lead cross-functional teams across Engineering, UX, Data Science, and Legal to deliver scalable platform experiences that improve developer engagement and global adoption.

### Senior Product Manager, (Lead Product Manager), Visa Developer Platform           Sep 2021 – Sep 2024

- Defined and executed the North Star vision for Visa Developer Platform, scaling 85+ APIs processing 4B calls and driving $4B-$6B in annual revenue (+310% growth).
- Led 15+ cross-functional teams to enhance the developer experience for 100K+ engineers, improving NPS by 47% and cutting case resolution time by 30%.
- Partnered with SVPs and senior leadership to deliver data-driven insights shaping product strategy, prioritization, and roadmap acceleration.
- Introduced AI-driven automation using ChatGPT and Dynamics OneCRM, improving operational efficiency by 52% and increasing program revenue by 16% YoY.

### Product Manager (Associate Product Manager), Visa Developer Platform           Dec 2017 - Sep 2021

- Owned end-to-end product strategy for Visa Developer Platform, achieving 206% YoY growth and driving $3B-$5B in annual revenue.
- Launched the FinTech Fast Track Platform (0→1), reducing onboarding cycles by 78% and enabling 500+ partner launches globally.
- Scaled the Visa Developer Community to 25K+ developers through self-service tools and gamification, increasing engagement by 45% and reducing support requests by 25% while maintaining GDPR/CCPA compliance.

**Product Manager, Prysm Systems,** San Jose, CA                          **Aug 2016 - Nov 2017**

*Prysm Systems is a global provider of collaboration software and display technology enabling data-driven teamwork across hybrid teams.*

- Defined global product strategy and roadmap for Prysm's collaboration software and display technology, translating customer insights into requirements for 30+ engineers, customer success, and executive leadership.
- Drove 0→1 launch and GTM strategy for Prysm Cloud, resolving critical customer issues and securing a $3M enterprise contract post-launch.
- Enhanced collaboration efficiency and customer satisfaction through data-driven prioritization of key UX and real-time synchronization features.
- Streamlined onboarding and scaling processes, reducing new hire ramp-up time by 38% and improving cross-team productivity through mentorship and process optimization.

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**Product Manager, InnoMedia,** Milpitas, CA                                        **Apr 2015 - Aug 2016**

*InnoMedia Inc. is a global provider of VoIP and IP communication solutions powering carrier-grade connectivity and enterprise platforms.*

- Led beta programs to accelerate user feedback and product iteration, improving feature adoption and reducing release cycles.
- Directed customer engagement for top client Time Warner, representing 70% of company revenue and strengthening partnership retention.
- Rebuilt GTM and online strategy, cutting costs by 50% and compressing project timelines from 12 months to 6 through optimized packaging, branding and digital execution.

**Product Management Consultant (Self-Employed), Nordstrom LVMH,** San Jose, CA                **Jan 2014 - Nov 2017**

*Nordstrom is a leading luxury retailer using digital commerce and personalization to deliver premium experience across fashion and beauty.*

- Drove e-commerce product optimization, collaborating with UX, Engineering, and Data Science to enhance personalization and checkout experience, increasing conversion by ~14 % and improving repeat-purchase retention by 11 % across luxury retail sites.
- Defined roadmap for digital merchandising initiatives, integrating AI-based recommendation engines and omnichannel engagement tools across Nordstrom and LVMH brand platforms.
- Partnered with senior stakeholders on KPI tracking and A/B experimentation to guide product prioritization, driving a 9 % uplift in overall engagement and informing future growth strategy

**Network Engineer, Computer Sciences Corporation,** San Jose, CA                        **Jun 2013 - Nov 2014**

*CSC is a global IT leader delivering enterprise technology solutions for businesses and governments worldwide.*

- Managed enterprise network deployments and optimization for global clients, improving reliability and reducing downtime by 30%.
- Partnered with engineering and operations teams to automate configuration and scaling workflows—experience that established a technical foundation for leading large-scale platform and infrastructure products.

**Product Manager, Google – YouTube (Advantage Technical),** Mountain View, CA                **Oct 2012 - Jun 2013**

*Google & YouTube are global B2C and B2B leaders in AI, search and video, driving innovation in internet services, content, and user engagement.*

- Led roadmap and launch of Place Add & Delete for the Google Places API (B2B developer platform), improving API response time by 25% and driving adoption across 10K+ enterprise and developer integrations.
- Drove strategic expansion of Google Shopping Express ($500M e-commerce initiative), leading cross-functional teams (Engineering, Design, Marketing) to launch in major U.S. markets (Chicago, Boston, D.C.), resulting in a 20% increase in engagement and revenue.
- Partnered with leadership on GTM, UX, and developer support models, scaling B2C and B2B2C ecosystem adoption and enhancing product experience for millions of users and developers worldwide.

## ADDITIONAL EXPERIENCES

**Product Manager – Sutter Health, San Jose, CA (Apr 2020 – Jan 2021)**

**Director of Product Management – Pixon Technologies Corporation, New Taipei City, Taiwan (Jan 2009 – Sep 2012)**

## EDUCATION | CERTIFICATIONS | SKILLS

**Stanford University School of Engineering**, *Product Management Program, Palo Alto, CA.*

**San Jose State University,** *Master of Science in Cybersecurity and Information Engineering (Informatics Privacy & Cybersecurity),* San Jose, CA.

**San Jose State University,** *Bachelor of Science in Management Information Systems (IT & Intelligent Systems)* San Jose, CA.

**Certifications:** Lean Six Sigma Green Belt | CAPM | Cisco Certified Specialist – Enterprise Core (CCNP-Level) | Certified Linux Administrator | Executive Leadership | Managing Cross-Functional Teams | Mentoring in a Virtual & Diverse World | Social Engineering | Demand Creation (XPROD160) | Product Costing (XPROD120).

**Skills & Tools**: Product Strategy | API Platforms | AI/ML | Data Analytics | A/B Testing | GTM | Privacy (GDPR, CCPA) | Agile | Jira

**GitHub Machine Learning Examples: dhart669/AI-ML (github.com)**