

DREW NORTH

PRODUCT & AI LEADERSHIP EXECUTIVE

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EXECUTIVE PROFILE

Enterprise product executive who builds AI products, enterprise platforms, and product organizations that turn complex customer and operational problems into measurable outcomes. Leads across product strategy, design, business systems, and operating-model transformation. Trusted to align C-suite stakeholders, recover troubled programs, and build high-performing teams, translating ambiguity into measurable growth and operational leverage through end-to-end products and platforms.

EXECUTIVE STRENGTHS

Enterprise Product Strategy | AI and Agentic Products | Platform and Portfolio Leadership | Product Operating Models | Human-Centered Product Design | Salesforce and Business Systems | Build-versus-Buy Decisions | Product and Design Leadership

PROFESSIONAL EXPERIENCE

ZSCALER | May 2025 to Present

Director, Business Systems Product Management, Post-Sales

Lead a Product, Design, and Program Management organization accountable for product vision, portfolio strategy, experience design, roadmaps, stakeholder alignment, and measurable outcomes across AI products, enterprise platforms, and business systems serving a 1,600-member Post-Sales organization. Partner with Enterprise Data Strategy & AI, Portfolio, NPI, IT, Engineering, BI, Enablement, and Post-Sales leadership.

- Conceived and led Product Adoption Assistant, an AI guidance product that unifies fragmented knowledge and account signals to dynamically assemble the right adoption playbook for each customer and guide Technical Success Managers toward the next best action. After four failed testing rounds, rearchitected the knowledge connectors to raise human-scored task success from 50% to 95%, driving 70% first-quarter adoption, saving active users about five hours weekly, increasing product adoption 12%, and reducing undeployed ARR 5%.
- Set product vision and strategy for Agent Z, an intelligent AI support front door and deflection platform serving 10,000+ customers, and validated the internal build through a head-to-head evaluation in which it outperformed Salesforce Agentforce. Consolidated five support entry points, contributed to a 26% reduction in annual ticket volume, and delivered 37% deflection against a 10% executive target.
- Expanded Agent Z into a multi-agent support platform by setting product direction for ResolvR, a feedback loop that closes Agent Z knowledge gaps by automatically creating new knowledge-base and Help documentation, and Teammate, which assists Support engineers with complex cases. The stack raised Agent Z answer accuracy from approximately 50% to more than 90%, reduced MTTR 40%, and enabled Support to absorb year-over-year customer growth without additional hires.
- Inherited a failing transformation to unify separate Technical Account Manager and Customer Success Manager organizations into a single Technical Success Manager model and pulled it out of freefall, consolidating multiple systems into one Salesforce experience and redesigning the operating model around user needs. The transformation generated approximately \$3.5M in annual savings, returned eight hours per employee weekly, and doubled account capacity from five to ten accounts per TSM.
- Built Post-Sales' first product-led operating model from zero, standing up the Product and Design function and introducing end-to-end intake, discovery, quarterly planning, governance, and testing. Cut cycle time 30%, improved on-time delivery from 40% to 90%, and increased completed work 40% across bug fixes and enhancements, bringing the backlog nearly current.
- Made the build-versus-buy call and led Doc360 from concept through launch, creating a Salesforce-embedded hub that gives Post-Sales and GTM teams account-level access to customer lifecycle documents and AI-generated summaries while preserving Google Drive as the system of record. Replaced unreliable manual checklists with auditable, evidence-based governance, achieved 85% adoption across Post-Sales, and reduced a 5-to-10-minute document workflow to one click.
- Set product strategy to replace Certinia with an internal Post-Sales platform and led the phased rollout. The program is projected to avoid approximately \$1M in annual contract costs following launch, hypercare, and contract cancellation.
- Created a repeatable Post-Sales product and systems integration playbook across three acquisitions, cutting integration time from six months to one quarter while protecting more than \$125M in acquired ARR with zero downtime and full SLA compliance.
- Led product and systems strategy for the FY27 Professional Services portfolio launch, partnering with NPI and the Portfolio team to enable automated offering creation, guided configuration, task-level time tracking, and PDIOO reporting in Salesforce. Established the commercial infrastructure for Advanced Services, Z-Flex, and other offerings supporting \$100M+ in planned revenue.

RELIANCE MATRIX | March 2022 to April 2025

Director of Product and Design

- Led Product Management, Design, and User Research across an enterprise B2B and B2C insurance, employee-benefits, and SaaS portfolio, establishing a scalable product operating model across the business.
- Owned product strategy and experience design for a flagship Benefits Administration platform serving 1M users and supporting more than \$300M in ARR, including AI Assist, an embedded GenAI capability that improved enrollment velocity. The redesigned journey increased activation from 35% to 75% and increased plan-application conversion by 80%.
- Led post-merger consolidation of three legacy design systems from Reliance Standard and Matrix into the enterprise Matrix Design System, establishing shared components, contribution standards, and design-engineering governance that reduced time to market 30% and design-to-engineering handoff time 40%.
- Led an AI-assisted design-to-development pilot that translated approved designs into front-end code, accelerating handoffs and demonstrating a path to greater Engineering velocity and capacity.
- Led product strategy and experience design for an enterprise self-service Broker Portal that consolidated six legacy systems, reduced support volume 30%, and accelerated new-client setup 35%; directed high-fidelity interactive sales prototypes that increased win rate 20% and shortened sales cycles by one month.
- Owned product strategy and design for Matrix Absence Management, a revenue-driving SaaS product serving mid-market and Fortune 500 employers with an NPS of 65. Led API-based integration of FMLA, disability, and leave data into Salesforce insurance and claims workflows, reducing manual entry and accelerating claims adjudication.

3N Product Experience Lab | July 2019 to March 2022

Head of Product and Design

- Built and directed a Product, Design, and Salesforce practice serving a large enterprise client portfolio, creating the delivery model for B2E, B2B, and B2C engagements across product strategy, experience design, and enterprise platforms.
- Led the redesign of a confidential enterprise SaaS platform that enables machine-learning engineers to deploy models at scale, simplifying complex production workflows. Reduced cognitive load 75% and deployment time 35% while increasing feature throughput 150%.
- Led experience strategy for Andela Talent Cloud, an AI-driven SaaS platform serving users across large global enterprises and supporting more than \$200M in ARR. Led product vision and strategy for Andela Pay and Andela Chat as zero-to-one products, enabling \$2M in annual savings through SaaS consolidation.

ROBERT HALF | October 2014 to July 2019

VP, Practice Director, Product Management and Design Services

- Built from scratch and led one of Robert Half's first three Product and Design professional-services practices, growing annual revenue to more than \$10M and expanding gross margin from 32.5% following stabilization to approximately 42% by the end of my tenure. After 18 months, the organization adopted my operating playbook as the gold standard for national and global expansion to 50+ practices and more than \$150M in annual revenue.
- Owned P&L, pricing, forecasting, staffing, resource allocation, and delivery for the practice, implementing Salesforce-enabled operating infrastructure that sustained 85% utilization and 95% employee retention while supporting profitable growth.
- Assembled and led a multidisciplinary consulting team for Sabre through a competitive proof of concept against Amadeus, helping win Flight Centre and secure a 10-year agreement estimated to generate more than \$100M annually. Retained the team after the bake-off to lead production design and delivery across Sabre GDS and adjacent products for thousands of travel consultants globally.

NEIMAN MARCUS GROUP | March 2011 to September 2014

UX Director, Checkout Experience

- Led product and experience strategy for omnichannel checkout across the Neiman Marcus Group brand portfolio, increasing conversion 20%, lifting average order value by double digits, reducing transaction time 23%, and cutting checkout errors in half.

EDUCATION

Texas Tech University | BBA, Management | 2006