

DREW NORTH

PRODUCT & AI LEADERSHIP EXECUTIVE

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EXECUTIVE PROFILE

Product and AI executive who turns complex customer problems into end-to-end products and platforms that drive adoption, growth, and operating leverage. Leads human-centered product vision, strategy, portfolio, experience design, and execution across agentic AI, enterprise SaaS, and customer-facing digital products. Builds multidisciplinary product organizations and aligns C-suite, business, and technology leaders to translate ambiguity into measurable customer and business outcomes.

EXECUTIVE STRENGTHS

Product Vision and Strategy | Agentic AI and Multi-Agent Products | Human-Centered Discovery and Design | Customer-Facing SaaS and Digital Experiences | Product Portfolio and Roadmaps | Product Growth and Adoption | Platform and Build-vs-Buy Strategy | Product Organization Leadership

PROFESSIONAL EXPERIENCE

ZSCALER | May 2025 to Present

Director, Product & AI, Post-Sales

Built and now lead an integrated Product Management, Product Design, and Program Management organization across customer-facing AI products, digital customer success, and the platforms delivering Post-Sales experiences at scale. Own product vision, strategy, discovery, roadmaps, design, and execution for a portfolio serving more than 10,000 customers and enabling a 1,600-member Post-Sales organization. Partner with Post-Sales senior business leadership, Enterprise Data Strategy & AI, Engineering, IT, BI, Finance, Portfolio, NPI, and Enablement to translate customer needs and business priorities into product investments, launches, adoption, growth, and operating leverage.

- Defined product vision and led execution for Agent Z, an agentic AI support front door that resolves common questions and routes complex cases through a multi-agent platform: ResolvR, a feedback loop that automatically closes knowledge gaps by creating KB docs, while Teammate copilots complex cases for more than 10,000 customers. Raised answer accuracy from approximately 50% to more than 90%, reduced MTTR 40%, contributed to a 26% reduction in annual ticket volume, delivered 37% deflection against a 10% target, and enabled Support to absorb year-over-year growth without additional hires.
- Created and led Product Adoption Assistant, an agentic AI guidance product that unifies fragmented knowledge and account signals into dynamic playbooks that guide Technical Success Managers toward the next best action for each customer. After four failed testing rounds, rearchitected the knowledge connectors to raise task success from 50% to 95%, driving 70% first-quarter adoption, saving active users about eight hours weekly, increasing product adoption 12%, and reducing undeployed ARR 5%.
- Set product vision and led the end-to-end redesign of Zscaler's Salesforce Experience Cloud Customer Support Portal, consolidating five entry points into one authenticated login and replacing case-first intake with Agent Z. Extended the platform into Digital TSM, now launching Agent Z, Product Adoption Assistant's dynamic playbooks, and automated health checks, resiliency audits, and business continuity plans for 4,000+ customers without dedicated TSM coverage.
- Set product and portfolio strategy for the FY27 Professional Services launch, partnering with NPI and the Portfolio team to enable automated offering creation, guided configuration, task-level time tracking, and technology-area reporting in Salesforce. Established the commercial product infrastructure for Advanced Services, Z-Flex, and other new offerings supporting more than \$100M in planned revenue.
- Led Doc360 from concept to launch as an AI-enabled document product providing unified account-level access to customer lifecycle documents and AI summaries in Salesforce, plus secure, encrypted large-file exchange with customers, while preserving Google Drive as the system of record. Built internally to replace manual checklists and a deprecated file-sharing product, eliminating related SaaS spend, achieving 85% adoption across Post-Sales and GTM, and reducing a 5-to-10-minute workflow to one click.
- 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. Redesigned the end-to-end service experience and consolidated multiple systems into one Salesforce platform, generating approximately \$3.5M in annual savings, returning eight hours per employee weekly, and doubling account capacity from five to ten accounts per TSM.
- Built Post-Sales' first integrated Product Management, Product Design, and Program Management organization from zero, establishing formal product ownership across Technical Success, Professional Services, and Support. Embedded human-centered product discovery, quarterly planning, governance, and testing practices that cut cycle time 30%, improved on-time delivery from 40% to 90%, and increased completed work 40%, bringing the backlog nearly current.
- Owned FY26 and FY27 Product and AI portfolio planning, translating NRR, churn, adoption, capacity, and cost goals into roadmaps, investment choices, and build-vs-buy decisions. Increased NRR 1 point, reduced churn 1.5 points, delivered \$2M in tooling and travel savings, and prioritized 22 of 30 FY27 initiatives through a weighted OKR, financial impact, AI strategy, effort, and time-to-value model.

RELIANCE MATRIX | March 2022 to April 2025

Director of Product and Design

- 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 Product Management, Product Design, and User Research across a customer-facing B2B and B2C portfolio spanning insurance, employee benefits, and SaaS, embedding human-centered discovery and a scalable product operating model across the business.
- 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.
- 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.

3N Product Experience Lab | July 2019 to March 2022

Head of Product and Design

- 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 product and experience strategy for an AI-driven talent SaaS platform serving users across large global enterprises and supporting more than \$200M in ARR. Set product vision and strategy for two zero-to-one employee products, enabling \$2M in annual savings through SaaS consolidation.
- Built and directed a human-centered Product and Design consultancy serving a large enterprise client portfolio, creating the delivery model for B2E, B2B, and B2C engagements across product vision, strategy, discovery, experience design, and enterprise platforms.

ROBERT HALF | October 2014 to July 2019

VP, Practice Director, Product Management and Design Services

- 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.
- Built and scaled one of Robert Half's first three Product and Design professional-services practices, growing annual revenue to more than \$10M and gross margin from 32.5% after stabilization to approximately 42%. Within 18 months, the organization adopted my operating playbook as the standard for 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.

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