

Drew North

PRODUCT & AI EXECUTIVE

Dallas, Texas | (214) 298-7465 | drew@drewnorth.online | [Portfolio](#) | [linkedin.com/in/drewanorth](https://www.linkedin.com/in/drewanorth)

PROFILE

Product and AI executive who ships what most enterprises are still piloting: two production agentic AI products serving 10,000+ customers, deflecting 37% of support volume and absorbing a full year of customer growth without new headcount. Builds the product organizations, platforms, and operating models that turn AI into adoption, revenue, and capacity at enterprise scale. Fifteen years leading product, design, and operating teams for Zscaler, Reliance Matrix, Robert Half, and Neiman Marcus, trusted by C-suites to own ambiguous, high-stakes builds.

37%

support deflection at 10,000+ customer scale, against a 10% target

\$5.5M+

annual savings delivered across transformation and portfolio optimization

\$100M+

planned-revenue infrastructure built for the FY27 services launch

0

new Support hires through a full year of enterprise customer growth

LEADERSHIP STRENGTHS

Agentic AI & Multi-Agent Products · Product Vision & Strategy · Human-Centered Discovery & Design · Customer-Facing SaaS & Digital Experiences · Product Portfolio & Roadmaps · Product Growth & Adoption · Platform & Build-vs-Buy Strategy · Product Organization Leadership · Enterprise Stack: Salesforce, Snowflake, Looker & Tableau

EXPERIENCE

Zscaler

May 2025 – Present

Director, Product Management & AI, Post-Sales Operations

Own AI product strategy and lead the integrated Product Management, Product Design, and Program Management organization I built across customer-facing AI products, digital customer success, and the platforms delivering Post-Sales experiences for 10,000+ customers and a 1,600-member organization.

- **Deflected 37% of support volume against a 10% target** and absorbed a full year of customer growth without new Support hires by shipping Agent Z, an agentic AI support front door that outperformed Salesforce Agentforce in a head-to-head build-vs-buy evaluation, serving 10,000+ customers; answer accuracy rose from roughly 50% to over 90%, mean time to resolution fell 40%, and annual ticket volume dropped 26%. Behind it sits a multi-agent platform in which ResolvR closes knowledge gaps by auto-authoring knowledge articles and Teammate copilots engineers through complex cases.
- **Drove 70% first-quarter adoption and cut undeployed ARR 5%** with Product Adoption Assistant, an agentic AI product assembling dynamic, customer-specific playbooks that guide Technical Success Managers to the next best action; held launch to a 95% task-success bar through four rounds of user testing, driving a strategic re-architecture of the knowledge connectors that nearly doubled task success from 50%.
- **Consolidated five entry points into one authenticated experience** by redesigning the Customer Support Portal end to end on Salesforce Experience Cloud, replacing case-first intake with Agent Z; extended the platform into Digital TSM, now launching automated health checks, resiliency audits, and business continuity plans for 4,000+ customers without dedicated TSM coverage.
- **Established the commercial product infrastructure for \$100M+ in planned revenue** by setting product and portfolio strategy for the FY27 Professional Services launch with NPI and Portfolio: automated offering creation, guided configuration, task-level time tracking, and technology-area reporting in Salesforce for Advanced Services, Z-Flex, and other offerings.
- **Reached 85% adoption across Post-Sales and GTM and collapsed a 5-to-10-minute workflow to one click** with Doc360, an AI-enabled document product unifying customer lifecycle documents, AI summaries, and secure, encrypted large-file exchange in Salesforce; made the build-vs-buy call to develop internally, replacing manual checklists and a deprecated file-sharing product and eliminating related SaaS spend.
- **Delivered roughly \$3.5M in annual savings and doubled account capacity** from five to ten accounts per TSM by recovering a troubled organizational transformation: the merger of Technical Account Management and Customer Success into a single Technical Success Manager role, with the end-to-end service experience redesigned and multiple systems consolidated onto one Salesforce platform, returning eight hours weekly to every employee.
- **Cut cycle time 30%, lifted on-time delivery from 40% to 90%, and grew completed work 40%** by building Post-Sales' first integrated product organization from zero: formal product ownership across Technical Success, Professional Services, and Support with human-centered discovery, quarterly planning, governance, and testing, bringing the backlog nearly current.
- **Lifted NRR 1 point, cut churn 1.5 points, and saved \$2M in tooling and travel** through FY26 and FY27 Product and AI portfolio planning, translating NRR, churn, adoption, capacity, and cost goals into roadmaps and build-vs-buy decisions, with 22 of 30 initiatives funded through a weighted value model; the in-house Certinia replacement locks in roughly \$1M annually at December non-renewal.
- **Protected \$125M+ in acquired ARR with zero downtime and full SLA compliance** by creating a repeatable Post-Sales product and systems integration playbook across three acquisitions, cutting integration time from six months to one quarter.

Reliance Matrix

March 2022 – April 2025

Director of Product and Design

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.

- **Lifted activation from 35% to 75% and plan-application conversion 80%** by reimagining the flagship Benefits Administration platform (\$300M+ ARR, 1M users) and shipping AI Assist, an embedded GenAI capability that accelerated enrollment.
- **Cut support volume 30% and sped new-client setup 35%** by consolidating six legacy systems into a self-service Broker Portal; the high-fidelity sales prototypes built alongside it raised win rate 20% and shortened sales cycles by a month.
- **Sustained an NPS of 65 on Matrix Absence Management**, a revenue-driving SaaS product for mid-market and Fortune 500 employers, integrating FMLA, disability, and leave data into Salesforce claims workflows to reduce manual entry and accelerate adjudication.
- **Cut time to market 30% and design-to-engineering handoff 40%** by unifying three post-merger design systems into one with shared components and design-engineering governance.

3N Product Experience Lab

July 2019 – March 2022

Head of Product and Design

- **Cut deployment time 35% and increased feature throughput 150%** by redesigning an enterprise ML-deployment platform used by machine-learning engineers to ship models at scale.
- **Unlocked \$2M in annual savings through SaaS consolidation** while setting product strategy for an AI-driven talent platform (\$200M+ ARR) serving large global enterprises and two zero-to-one employee products.
- **Founded 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 – July 2019

VP, Practice Director, Product Management and Design Services

- **Helped Sabre win Flight Centre, a 10-year agreement estimated at \$100M+ annually**, by leading a multidisciplinary team through a competitive bake-off against Amadeus; retained afterward to lead production design and delivery across Sabre GDS for thousands of travel consultants globally.
- **Grew a new practice past \$10M in annual revenue and expanded gross margin from 32.5% to roughly 42%** after launching one of Robert Half's first three product-and-design practices; within 18 months the operating playbook became the template for global expansion to 50+ practices and \$150M+ in annual revenue.
- **Sustained 85% utilization and 95% employee retention** while owning the practice P&L end to end: pricing, forecasting, staffing, and delivery through profitable growth.

Neiman Marcus Group

March 2011 – September 2014

UX Director, Checkout Experience

- **Increased conversion 20% and cut checkout errors in half** across omnichannel checkout for the brand portfolio, lifting average order value by double digits and reducing transaction time 23%.

EDUCATION

Texas Tech University, BBA, Management, 2006