# Nora Dimitrov

*Principal Product Manager*

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| **Profile**  Results-driven Principal Product Manager with 18 years of experience building data-powered, customer-centric products in the digital advertising and e-commerce technology landscape. Proven track record of leading high-impact product initiatives for global SaaS platforms, delivering measurable ROI through predictive analytics, automation, and deep partner collaboration. Adept at aligning product vision with business strategy across international teams, with a focus on advertising performance, partner success, and technical innovation. Known for driving cross-functional alignment, building data-driven cultures, and delivering enterprise-grade product solutions at scale. Combines technical depth, strategic roadmapping, and user empathy to solve complex challenges in fast-paced, high-growth environments. Passionate about leveraging data science, generative AI, and cloud-native architectures to unlock scalability and long-term partner value. Recognized for elevating team performance, mentoring product talent, and influencing C-suite stakeholders in billion-dollar revenue operations.  **Skills**  Product & Strategy, Advertising & E-commerce Technology, Technical & Data Expertise, Leadership & Collaboration, Soft & Operational Skills  **Languages**  English — Native  Spanish — Professional Working Proficiency  Bulgarian — Native  **Awards**  Dean’s Scholarship | 2009  McCombs School of Business  **Certifications**  AWS Certified Solutions Architect – Associate | 2021  Certified Scrum Product Owner (CSPO) | 2015  Scrum Alliance  Google Ads Search Certification | 2018  Google Skillshop  **Interests**  Behavioral data science  generative AI applications in business  hiking Utah’s Wasatch Range  data storytelling workshops | **Experience**  **Principal Product Manager – Global Ad Tech at Pattern, Inc.**  Apr 2020 – Present   * Lead product strategy for Predict, Pattern’s flagship advertising intelligence platform, serving 100+ enterprise brands across 12 countries, responsible for $42M in annual ad spend. * Partnered with engineering and data science to launch AI-driven ROAS forecasting engine (Q4 2022), increasing average campaign efficiency by 23% and reducing manual bid adjustments by 68%. * Spearheaded integration with Pacvue and Skai APIs, enabling unified dashboard view across third-party platforms—adopted by 89% of client-facing teams within 6 months. * Owned roadmap for Predict’s Generative Insights module using LLMs to auto-generate campaign performance summaries and optimization recommendations; reduced client reporting time by 40%. * Led a global team of 5 product managers and 2 UX designers in a hybrid model, orchestrating sprints across three time zones with 98% on-time delivery over 18 months. * Regularly present product KPIs and strategic initiatives to C-suite and brand clients, resulting in a 15-point increase in NPS for Predict between 2021–2023.   **Senior Director, Product – Performance Advertising at CartPath Technologies**  Jun 2016 – Mar 2020   * Directed product portfolio for AI-powered ad automation tools used by 150+ mid-market ecommerce brands; managed combined P&L of $58M. * Launched SmartBid+, a machine learning bidding engine that improved ROAS by 31% YoY across 40K Amazon campaigns by leveraging historical ad + sales data. * Reorganized product teams into agile squads focused on acquisition, retention, and scalability—cutting time-to-market by 27% and improving team engagement scores. * Championed partner success initiatives, introducing a “Growth Score” dashboard for clients, leading to 22% increase in client renewals during tenure. * Collaborated with global engineering teams in Toronto and Singapore to migrate core ad-serving infrastructure to AWS—reducing latency by 40% and cutting cloud costs by 18%.   **Product Manager – Marketplace Ads at CartPath Technologies**  Jan 2013 – May 2016   * Defined and launched ad campaign automation tools for Amazon, Walmart, and eBay platforms, resulting in $11M in incremental ad spend managed within first 12 months. * Built client feedback loops using Net Promoter Score (NPS) and quarterly business reviews; improved product satisfaction from 6.8 to 8.5 over two years. * Led user research across 12 enterprise clients to identify pain points in campaign analytics; redesigned reporting interface, boosting user engagement by 55%.   **Associate Product Manager – E-commerce Analytics at Marquee Commerce**  Sep 2009 – Dec 2012   * Gained foundational experience in e-commerce data systems, supporting the development of a merchant analytics dashboard used by 200+ SMBs. * Collaborated with engineers to build SQL-based reporting tools that improved data freshness from 24-hour to near real-time (under 15 mins). * Contributed to migration from on-premise analytics stack to cloud-based BI platform (Looker), reducing infrastructure costs by 35%.   **Education & Training**  **M.B.A., Technology & Innovation Management**  McCombs School of Business, The University of Texas at Austin  – May 2009  **B.S., Computer Science**  University of Colorado Boulder  – May 2007  Result: Cum Laude  **Projects**  **AdInsight Bot**  Personal side project using GPT-4 and Python to auto-generate campaign summaries from ad performance logs (public on GitHub)  **Marketplace Spend Predictor**  Kaggle-inspired analytics tool to forecast optimal ad budgets using historical revenue and traffic patterns  **References**  Available upon request |