

Cecilia Barker

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SUMMARY

AI Product Manager with seven years of experience delivering customer facing **B2B SaaS** and **HR technology** products. Leads product strategy from discovery and roadmap prioritization through experimentation, launch, adoption, and post launch evaluation. Translates large language model and machine learning capabilities into intuitive recruiter workflows, conversational assistants, recommendations, automation, and **decision support**. Partners closely with engineering, data science, design, legal, privacy, compliance, sales, marketing, and customer success teams. Uses customer research, analytics, controlled experiments, and AI evaluations to set measurable outcomes and guide product decisions. Balances innovation with reliability, security, scalability, maintainability, fairness, explainability, and customer trust. Brings practical experience with executive communication, responsible AI, prompt engineering, **agentic workflows**, and enterprise adoption, with a clear focus on useful products and better hiring decisions.

EXPERIENCE

Senior Product Manager, AI Experiences January 2024 - Present
TalentSpring Software *Raleigh, NC*

Leads strategy, roadmap, discovery, delivery, evaluation, and adoption for generative AI products within a recruiting SaaS suite serving thousands of organizations. Connects recruiter needs, model capabilities, commercial priorities, **responsible AI** requirements, and executive expectations across a distributed product organization.

- Owned **generative AI** strategy for recruiting software, aligning recruiter needs with model capabilities and commercial priorities.
- Launched conversational assistant features for intake, summaries, outreach drafting, and workflow guidance using evaluation driven iteration.
- Defined quality, groundedness, safety, latency, and task completion criteria with **data science** before model releases.
- Mapped agentic workflow approvals, human review points, **privacy** constraints, and recovery paths before implementation began.
- Built adoption dashboards combining activation, repeat usage, completion, feedback, and support signals for post launch decisions.
- Coordinated legal, privacy, security, and compliance reviews covering **explainability**, **fairness**, data use, and customer controls.

Product Manager, Recruiting Platform July 2021 - December 2023
PeopleFlow Cloud *Charlotte, NC*

Managed candidate and recruiter workflow products for a multitenant B2B SaaS platform serving midmarket and enterprise talent acquisition teams. Guided **product strategy**, prioritization, delivery, launch support, and adoption through close partnership with engineering, data science, design, and **go to market** teams.

- Delivered **candidate recommendations** by aligning ranking signals, data quality, explainability, and recruiter feedback with data science.
- Introduced **AI assisted communication** for outreach and interview coordination through interviews and usability testing.
- Prioritized quarterly investments using **analytics**, customer evidence, revenue context, estimates, and platform dependencies.
- Shaped requisition intake and candidate review workflows while preserving enterprise permissions, auditability, and recruiter trust.
- Supported launches with sales, **customer success**, and marketing through enablement, pilots, adoption monitoring, and briefings.
- Presented product outcomes and tradeoffs to senior stakeholders, improving alignment across technical and commercial teams.

Associate Product Manager June 2019 - June 2021
Workflow Harbor *Durham, NC*

Managed discovery and delivery for workflow configuration features in **B2B SaaS**, growing from scoped enhancements into quarterly roadmap ownership. Converted customer evidence, usage data, support themes, and competitive research into practical requirements, experiments, and delivery decisions.

- Converted interviews, support themes, usage analytics, and competitive research into prioritized workflow problems.
- Shipped configurable approval and notification workflows with role based access and auditable activity histories.
- Built dashboards tracking activation, completion, retention signals, and account adoption for shared decisions.
- Ran usability sessions and lightweight experiments, documenting evidence and tradeoffs before engineering commitments.
- Prepared roadmap reviews and launch readouts using customer evidence, delivery risks, and measurable outcomes.
- Expanded ownership from scoped enhancements to quarterly planning through consistent delivery and stakeholder communication.

Product Analyst September 2017 - May 2019
BrightPath Business Systems *Greensboro, NC*

Analyzed customer behavior and workflow data for cloud business applications, producing evidence for onboarding, search, notifications, reporting, and automation priorities. Built early product operations habits through instrumentation, market research, release readiness, and cross functional collaboration.

- Analyzed customer behavior and workflow data, informing onboarding, search, notification, and reporting priorities.
- Maintained feedback repositories combining support cases, interviews, **sales** input, and usage patterns.

- Defined event tracking requirements with engineering and validated analytics instrumentation before releases.
- Created reports covering activation, feature usage, retention signals, and operational issues without vanity metrics.
- Supported enterprise workflow **market research**, summarizing customer expectations and emerging automation capabilities.
- Facilitated release readiness checklists across product, engineering, support, and **go to market** teams.

PROJECTS

Responsible AI Evaluation Program 📅 2026

Built a practical evaluation approach for AI product changes, covering answer quality, groundedness, safety, latency, task completion, fairness, explainability, privacy, and human review.

Recruiter Workflow Intelligence 📅 2025

Shaped recruiter focused experiences combining conversational assistance, candidate recommendations, workflow automation, communication drafting, and decision support around trusted customer needs.

Enterprise Adoption Analytics 📅 2023

Created an outcome view for activation, repeat usage, workflow completion, retention, customer feedback, support signals, and account level adoption.

LEADERSHIP & AWARDS

- Recognized by product and engineering leaders for launching trusted conversational recruiting experiences.
- Selected to present responsible AI evaluation practices during executive product reviews.
- Earned stakeholder recognition for connecting customer evidence with practical roadmap decisions.

EDUCATION

Bachelor of Science in Business Administration, Information Systems Concentration

2017

North Carolina State University GPA: 4.0

Raleigh, NC

***Coursework:** Product management, information systems, business analytics, database management, organizational behavior*

CERTIFICATIONS

- Pragmatic Institute Product Management Certification 📅 2022
- Microsoft Learn Generative AI Fundamentals 📅 2025
- Responsible AI Foundations, edX 📅 2026

TECHNICAL SKILLS

- **AI Product Technologies:** Generative AI, conversational AI, AI assistants
- **Machine Learning:** Large language models, machine learning, recommendations
- **AI Evaluation:** Groundedness, safety evaluation, task completion
- **Prompt Engineering:** Prompt design, prompt testing, model comparison
- **Workflow Products:** Workflow automation, approval workflows, notifications
- **Product Analytics:** Activation analytics, adoption dashboards, retention analysis
- **Research Methods:** Customer interviews, usability testing, market research
- **Experimentation:** Controlled experiments, hypothesis testing, qualitative evidence
- **Responsible AI:** Fairness, explainability, transparency
- **Privacy And Compliance:** Privacy reviews, data use, AI regulations
- **Enterprise Security:** Security reviews, permissions, auditability
- **Product Delivery:** Roadmaps, launches, go to market

SKILLS

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|-----------------------|---------------------|-------------------------|---------------------|
| • Product strategy | • HR technology | • Agentic workflows | • AI evaluation |
| • Roadmap development | • Generative AI | • Large language models | • Customer research |
| • Prioritization | • Conversational AI | • Machine learning | • Product analytics |
| • B2B SaaS | • AI assistants | • Prompt engineering | |

PROFESSIONAL AFFILIATIONS

- Member, Product Development and Management Association, focused on product leadership and professional growth.
- Member, Association for Talent Acquisition Professionals, supporting HR technology and recruiting innovation.

LANGUAGES

- English (Native)
- Spanish (Intermediate)

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST