

# DIANA LANGSTON

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## PRODUCT MANAGEMENT EXECUTIVE

### DISRUPTIVE INNOVATION

### PRODUCT VISION & STRATEGY

### TEAM DEVELOPMENT

Propel flagship products and craft personalized experiences for top brands like Iterable, Amazon, Marketo, and Box, Inc. As an adaptive leader and continuous learner, foster a growth mindset, promote radical candor, ensure psychological safety, and create team and cross-functional synergy to achieve business objectives. Utilize ethnographic research and anthropological expertise to gain deep insights into human behavior, cultivating a user-centric research culture within the product team. Champion a narrative- and data-driven methodology, collaborating cross-functionally to cultivate inclusive relationships, maintain alignment, and develop strategies that address both functional needs and deeper user motivations. This holistic approach ensures products resonate with customers, enhancing user experiences and driving business outcomes.

- Product Strategy Development, Execution & Evolution
- Product Lifecycle Management (B2C, B2B, B2B2C)
- Customer-centricity | User Experience (UX) | Usability
- Personalization & Automation | Roadmap Planning
- Worldwide Product Launches
- Establishing a productive Product Culture
- Team Development | Coaching & Mentoring
- Change Leadership, Management & Influence

### RECENT CAREER HIGHLIGHTS

- **Built the Messaging team from ground zero to a fully operational, high-performing team**, achieving a 566% increase in delivered features annually, including 85% of all customer-facing features, helping to catapult Iterable from \$42M to \$200M+ in ARR.
- **Led the team and phased roll-out strategy that transformed Iterable's core application** into a powerful and intuitive application by launching the new design interface, Aurora, in collaboration with design and engineering teams. Launch included converting and overhauling the UI from Angular to React, and rolling out Iterable's powerful Journey Studio. The transformation led to Iterable earning recognition in the Gartner® Peer Insights™ Voice of the Customer: Multichannel Marketing Hubs report "Customers' Choice" category for exceeding the market average in overall experience and user interest and adoption.
- **Achieved and maintained 100% employee retention of direct reports for 4 years** by advocating on behalf of the team and encouraging their growth and development while setting and holding them accountable to high standards. Developed employees as a talent enabler, resulting in 4 promotions, including 2 team members' transitions from ICs to managers.
- **Earned UC Berkeley's Executive COBE Certification** as well as certifications in Product Management Executive Leadership, Artificial Intelligence: Business Strategies and Applications, and High-Impact Leadership, among many others.

### PROFESSIONAL EXPERIENCE

Iterable | Remote

2020–Present

#### SENIOR DIRECTOR OF PRODUCT, MESSAGING TEAM – CHANNELS & APPLICATION EXPERIENCE (2022–Present)

#### DIRECTOR OF PRODUCT MANAGEMENT, MESSAGING TEAM – CHANNELS & APPLICATION EXPERIENCE (2020–2022)

Appointed by the Head of Product during a period of rapid growth in a dynamic role to establish and lead the Messaging Team. Spearhead and oversee strategic vision and product execution across all messaging channels, SDKs, and the core application, encompassing Content, Templates, Campaigns, Journey Studio, Catalog, Audience & Segmentation, Insights & Analytics, Mobile Channels, Non-Mobile Channels, and more. Design and evolve the team's organizational structure and drive ongoing process change in partnership with stakeholder teams to scale with business needs. As a manager of managers, lead and develop up to 9 direct reports, shepherding their career growth and coaching performance.

- Earned a High-Impact Award for stepping up as a business-wide GM and strategic product owner for the largest revenue-driving product launch in company history, SMS, resulting in 6.4% of total revenue (\$11.4M ARR) and a 26% attach rate in its first year. Led the roll-out strategy across all business units, including weekly syncs with business drivers and monthly C-level presentations.
- Drove the strategy to expand customers' reach and deliver new revenue-driving channels to market, unlocking XX millions in net new revenue: In-browser messaging, Iterable SMS, OTT, native Embedded messaging for mobile and web, and future initiatives, such as WhatsApp (in progress).
- Disrupted the market with Iterable's Journey Assist, the market's first prompt-based, AI-powered journey builder.
- Set the high performance standard for Product Managers by developing the Product Job Rubric with clear role expectations; instilled

a narrative culture within the company, encompassing the roll-out and adoption of product concept documents, research and discovery briefs, FY annual planning documentation, weekly status reports, launch adoption plans, adoption reporting, and more.

- Wrote and rolled out a set of Product Principles to provide a consistent and guiding framework for the team to follow that inspires creativity, aids in decision-making, builds towards the north star product vision, and keeps teams aligned and focused.
- Lead by example every day. Established and drove the first strategic brainstorming sessions with division leaders across the business, building a bridge of inclusion and influence across leaders into the product direction. Incorporated their feedback, along with customer and market research, into the 3+ year strategic vision document for Channels.
- Established cross-functional and business-wide frameworks available for business partners' use for executive-level communications, cross-functional presentations, and business-wide cross-team initiatives.

**Box, Inc.** | Redwood City, CA

2019–2020

### PRINCIPAL (STAFF) PRODUCT MANAGER – PERSONALIZATION, CONTENT ORGANIZATION & CONTENT DISCOVERY

Recruited to modernize and personalize the Box WebApp experience for 3.5M global, weekly active users. Defined the vision, roadmap, and beta launch of a new core product (GTM Spring 2020). Owned the complete pipeline and product roadmap for personalization, content discovery, and content organization; served as the key point of contact for 12 front-end and back-end engineers.

- Drove the end-to-end product lifecycle and innovated Box Collections, achieving a 75% 10-week WoW retention rate.
- Partnered with the Product Design team to change the culture and create new processes across user research, testing, and iterative design, which did not previously exist at Box.
- Raised the bar for performance by providing hands-on coaching, training, and mentoring to Product Managers and Designers.

**Amazon** | Seattle, WA; Santa Cruz, CA

2015–2019

### SENIOR PRODUCT MANAGER

Led product teams through the end-to-end product lifecycle on 3 core product offerings: Alexa Mobile App, Amazon Prime Video, and Amazon Seller Central. Served as Senior Product Owner for the Alexa Mobile App home experience, overseeing 18 front-end, back-end, and machine learning engineers.

- (Alexa) Provided near-immediate leadership impact (within 6 weeks) by proposing the vision and strategy of the Alexa Mobile App home experience that directly aligned with the organization's long-term Alexa mobile strategy. Earned full approval by the Alexa leadership team to execute the proposal.
- (Alexa) Defined the vision and launched a new app home feed on iOS/Android from the ground up with a strategic focus on personalization and relevant content across multiple levels and behavior patterns, resulting in integrations with over 20 Alexa domains, delivering thousands of content variations and capturing an average of 30% CTR, with a peak CTR of 80%.
- (Seller Central) Delivered \$10.6M in annual operational cost savings by eliminating 1.2M in customer support contacts via the launch of Seller-facing search and self-service features worldwide: architecture to support 90 language/marketplace pairs, new search architecture, content-based search suggestions, Seller "Getting Started" cards, direct answers in Search, automated resolution workflows for top contact drivers, and making Seller University content and videos discoverable in Search.
- (Prime Video) Boosted Thursday Night Football incremental streams by 6% via real-time notifications during each broadcast.
- (Prime Video) Drove a 700% increase in push channel user reach with personalized catalog and behavior-based notifications. Launched iOS/Android/FireTV notifications and injected recommendations via 300+ personalized templates.

### EARLIER EXPERIENCE

**Care2** | PRODUCT MANAGER

**Extole** | DIRECTOR OF CONTENT STRATEGY & USER ENGAGEMENT, PRODUCT TEAM

**Badgeville** | SENIOR MANAGER OF COMMUNITY & CONTENT, PRODUCT TEAM

**Marketo** | SENIOR CONTENT DEVELOPER, LEAD WRITER & PROJECT MANAGER

**Various High-Tech Firms** | DOCUMENTATION MANAGER & SENIOR TECHNICAL WRITER

### EDUCATION & PROFESSIONAL DEVELOPMENT

**UC Berkeley Executive Education** | EXECUTIVE CERTIFICATE IN BUSINESS EXCELLENCE

**UC Berkeley Executive Education** | WOMEN'S EXECUTIVE LEADERSHIP PROGRAM

**San Jose State University** | BACHELOR'S DEGREE IN CULTURAL ANTHROPOLOGY

**Pragmatic Institute** | PRAGMATIC MARKETING CERTIFICATION IN PRODUCT MANAGEMENT, PMC-III: FOUNDATIONS, FOCUS & BUILD