

Mitchell Saalfeld

Product Manager | Growth & Operations | Product Strategy

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MBA graduate with experience spanning SaaS, go-to-market strategy, and product-focused growth. Skilled in workflow analysis, user research, funnel optimization, and cross-functional collaboration. Track record translating customer insights and operational data into measurable outcomes across product, growth, and revenue functions.

EDUCATION

Master of Business Administration (MBA)

Salt Lake City, UT

University of Utah, David Eccles School of Business | Emphasis: Product Management Aug 2024 – May 2026

B.S. Movement Science (Kinesiology), Business Minor

Fort Worth, TX

Texas Christian University | May 2018

Product Management Certificate | Texas McCombs School of Business | Feb 2023

EXPERIENCE

Product Strategy Intern | Infosys

Salt Lake City, UT | Jun 2025 – Aug 2025

Led product strategy and user workflow analysis for a digital innovation hub connecting emerging technologies to biopharma R&D workflows.

- Mapped research workflows and synthesized user interviews to identify bottlenecks in biopharma R&D processes, informing product recommendations projected to improve operational efficiency by up to 15%
- Defined value proposition, success metrics, and prioritization framework for the Life Sciences Innovation Hub, supporting executive decision-making across R&D initiatives exceeding \$1B in scope
- Built interactive prototypes and data-driven stakeholder presentations to communicate product strategy and accelerate pilot adoption across early-stage client engagements

Business Development Manager | Rhize Tech

Vail, CO | Dec 2023 – Aug 2024

Led customer adoption and launch initiatives for a new B2B cybersecurity offering targeting SMB customers.

- Analyzed customer feedback, onboarding friction, and usage patterns to inform positioning decisions that improved product-market fit and customer adoption
- Identified and operationalized a new SMB customer segment, contributing to 18% customer growth through improved onboarding messaging and consultative engagement

Business Development Manager | Zen Planner

Denver, CO | Aug 2019 – Dec 2023

Managed customer acquisition and onboarding workflows across inbound and outbound SaaS channels, improving conversion and funnel performance.

- Analyzed customer behavior and competitive positioning to identify product and messaging opportunities, contributing to a 17% increase in inbound lead generation
- Diagnosed onboarding and conversion drop-off points in the demo funnel, implementing process improvements that increased demo bookings by 34% and reduced no-show rates by 29%
- Partnered with Marketing Ops and RevOps to analyze funnel performance, identify conversion bottlenecks, and improve lead qualification visibility

SELECTED PROJECT EXPERIENCE

Product Strategy Consultant (MBA Capstone) | CCI Mechanical

Salt Lake City, UT | Aug 2025 – Nov 2025

- Identified workflow inefficiencies and growth constraints through stakeholder interviews across executive, operations, and fabrication teams
- Designed KPI-driven customer lifecycle framework to improve forecasting, lead qualification, and operational accountability

SKILLS

Product & Strategy: Product Strategy | User Research | Funnel Optimization | Prioritization | Success Metrics | Roadmapping

Growth & Operations: GTM Strategy | Customer Lifecycle | Onboarding | Revenue Operations | Process Improvement | Activation & Retention

Analytics & Tools: SQL | Tableau | Power BI | Google Analytics | Salesforce | HubSpot | Miro | Jira | R

Collaboration: Stakeholder Alignment | Cross-Functional Execution | Executive Presentations | Workshop Facilitation