

Leah Oppenheimer

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SUMMARY

Product marketing leader with 10 years of experience in B2B SaaS, AI/LLMs, and developer platforms. Skilled at driving GTM strategies for developer and enterprise products and developing product-driven narratives aligned with brand

PROFESSIONAL EXPERIENCE

Product Marketing Lead

January 2024 - Present

Foxglove (Series A, Amplify & Eclipse, data observability & management for robotics developers) New York, NY

- Led Foxglove 2.0 launch, including conducting user research to position Foxglove as indispensable for robotics developers, achieving a 20% increase in sign-ups and an immediate 15% increase in user retention
- Collaborated with product and engineering to redevelop user onboarding, sign-up flow, documentation, and tutorials, and utilized A/B testing and analytics to optimize engagement strategies, increasing retention by 40%
- Developed and ran a persona-driven content strategy, including case studies, product usage demos, open-source project visualizations, blogs, tutorials, and landing page copy that drove website traffic by 36%
- Built partnerships with developer communities and influencers and ran experimental campaigns to drive growth, increasing community engagement by 70% and resulting in a 15% increase in developer-led content creation

Product Marketing Manager, Developers/API & New Markets

June 2022 - July 2023

Signal AI (Series D, Redline Capital & MMC, enterprise media and risk intelligence platform) New York, NY

- Led API growth campaign, including developing technical documentation and case studies to simplify complex integrations and leading commercial enablement, increasing global adoption for developer products by 60%
- Collaborated with engineering and design to develop product feedback loop to integrate customer feedback into feature development, influencing product roadmap and accelerating development timelines by 25%
- Led global market entry into Investment Management and Risk verticals, including developing persona-driven, targeted positioning and commercial enablement, leading to over \$2MM in enterprise revenue growth

MBA Summer Associate

May 2021 - August 2021

Qualcomm Ventures

New York, NY

- Led due diligence for supply chain monitoring deals, including modelling exit scenarios and market sizing
- Researched, drafted, and presented a keynote to Qualcomm on industrial IoT, focusing on APIs and sensors

VC Fellow

October 2020 - April 2021

NEA New York, NY

- Researched investment opportunities in fuel card companies and wrote memos based on data-driven insights

Product & Content Marketing Manager, Technology Outreach

June 2017 - May 2020

CableLabs

Denver, CO

- Designed and executed technical outreach campaigns to bridge the gap between cutting-edge technology research and portfolio startups. Collaborated with engineers to produce educational content and case studies
- Advised startups on product marketing and content, facilitating successful rebrands and website launches

Business Intelligence Analyst

November 2015 - April 2017

The MBS Group

London, England

- Enhanced market and business intelligence processes through technology, improving productivity by 23%

EDUCATION

MBA

May 2022

Columbia Business School

- Co-President, Venture Capital Club; Fellow, NEA; Venture Partner, Contrary Capital

MPhil, Sociology of Education

October 2014

University of Cambridge

- Vice President, Girton College MCR

BA, International Relations & Spanish

May 2012

University of Connecticut

- Cum Laude, Honors Scholar, New England Scholar