

Sean Herschmiller

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Summary / Profile

Senior product leader spanning product marketing and product management, focused on AI-enabled, developer-facing B2B SaaS. Specializes in positioning and messaging, GTM orchestration, adoption / activation / retention, public roadmap communications, and translating customer and competitive insights into roadmap and growth decisions. Integrated modern AI (ChatGPT, Gemini, Claude, Llama, Whisper) into product workflows to accelerate delivery and enhance UX.

Core strengths: Developer AI positioning, voice-of-customer programs, growth and conversion optimization, pricing/packaging input, beta/program ops, cross-functional leadership with Product / Engineering / Design / Analytics / Sales, executive communications.

Professional Experience

Senior Product Manager (Microsoft) | SnapOn Software (Appficiency) — 2023–2025

Unified product scope across Microsoft (KWIZ, ProvisionPoint) and NetSuite (incl. ProjectSOS); partnered with Product, Engineering, Sales, Development and Analytics to align roadmap with market opportunities and customer insight.

- Led voice-of-customer and -partner programs (Product Panels) to surface use cases and prioritize features; recognized as Engineering Department Star for improving alignment and throughput.
- Built and published the company's first long-term, public-facing roadmap (1 year forward) to align customers, GTM, and engineering on strategy and release sequencing.
- Owned first-line QA on new releases; delivered webinars, live demos, internal training and executive updates; maintained documentation, enablement, and product certifications to drive internal readiness and customer adoption.
- Championed AI initiatives: won company-wide "Shark Tank" competition; CEO-sponsored investor pitch; concept evolved into shipped product "AskCipher". Conducted internal training.
- Operated through a large reorganization, consolidating product lines into SnapOn Software; role title surfaced as "Senior Product Manager" during the rebrand.

Senior Product/Partner Manager | Qixas Group — 2019–2023

- Shipped new product experiences in the Business Central ecosystem; launched Qixas Academy (e-learning) and introduced AI-assisted workflows to accelerate delivery and content operations.
- Established and managed strategic partnerships to accelerate North American market entry for key international products, resulting in increased lead generation and expanded revenue sources.

Product Development Director | *itourmedia / SocialBoost (videobuzz.io)* — 2015–2019

- Bootstrapped SocialBoost.com (automated video marketing for Facebook / Instagram / YouTube); scaled revenue materially; led multi-geo teams across mobile / AR, automation, QA, support, and GTM motion, delivering over 30 mobile app releases incorporating AR and video editing.

Enterprise Product Manager / Development Director | *Realbiz Media* — 2013–2015

- Directed portfolio strategy for video / real estate (virtual tours, YouTube listing automation, mobile tools); managed int'l development; emphasis on QA and client-driven lifecycle improvements.

e-Business Manager | *Kohl & Frisch Ltd.* — 2007–2011

- Led e-business (ecommerce, ASN / EDI, third-party ordering, merchant services) for a national distributor; reduced incident resolution time by 50%+ and sustained >98% service levels across >10,000 calls/year. Managed large-scale clients like Walmart and Pharmasave.

Founder/Partner | *Tripledubb Digital & Tripledubb Technologies* — 1998–2014

- Built and scaled web/mobile solutions (open-source CMS, custom apps); owned strategy, client services, and delivery for 30+ sites and multiple software products.

Client Services Manager | *NRT Technology* — 2004–2006

- Managed projects >\$100M for MGM, Caesars, Casino Niagara; centralized resource scheduling; launched client portal; accelerated deployment timelines, coordinated onsite implementations.

Account/Project Manager | *NamSys Inc.* — 2002–2004

- Managed largest accounts (Intria) ; led web/portal/CRM projects and new product initiatives.

Education

- Bachelor of Commerce (Finance), University of British Columbia
- UBC Entrance Scholarship, Capilano Foundation Award (GPA: 3.93)
- PMP (no longer active) | Agile/Scrum (Training completed) | LEAN (Training completed)
- Google Digital Marketing Certificate; Microsoft Learn training in Business Central

Skills / Technical Expertise

SaaS Product Management | AI Product Strategy & Integration | Cross-Functional Leadership | Roadmap Ownership | Microsoft Ecosystem (KWIZ, ProvisionPoint, SharePoint, Office 365, Business Central) | Open-Source CMS | API Integrations | Product Marketing | Team Development | Executive Communication

Community Involvement / Additional

- Past Scouts Leader, Soccer Coach, Daycare Board President
- Bruce Trail End-to-End Hiker (900km+), avid reader, and rock climber