

Farbod Jahan

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Executive Summary

Product executive with 15+ years of experience building scalable B2B/B2C platforms, cloud-native infrastructure, and agentic AI-driven enterprise tools. From hyper-growth startups to global enterprises, I have a proven track record of driving 0 to 1 generative AI innovations and leading large, cross-functional organizations to deliver \$130M+ in top-line revenue and engage over 300M users. Deep expertise in establishing AI evaluation frameworks, modernizing cloud architectures, and architecting product-led growth strategies. Recognized for aligning engineering, data science, and commercialization teams around rigorous execution and measurable business outcomes at global scale.

Professional Experience

Visa – Disrupting the aesthetics industry through data, design, and technology

Feb 2026 – Present

Senior Director of Product

- Directed the global product strategy and P&L for an AI native enterprise analytics platform; exceeded growth targets to deliver \$135M in FY26 revenue (up from \$107M), scaling adoption to 8,000+ enterprise clients across 5 regions, and secured executive approval for a \$165M+ FY27 revenue roadmap.
- Transformed legacy dashboard reporting into an agentic AI intelligence platform; launched a multi year roadmap of generative features including conversational analytics, automated KPI narratives, and contextual recommendations, driving a 40% reduction in customer time to insight.
- Established an enterprise AI evaluation and governance framework; partnered with ML, legal, and risk teams to define automated benchmarks for model confidence, accuracy, relevance, and latency, increasing response accuracy by 35% and establishing a continuous quality improvement loop.
- Spearheaded cloud modernization and autonomous operations; migrated 25 legacy enterprise reports to scalable cloud data pipelines and introduced proactive monitoring and anomaly detection, reducing system latency by 25% and eliminating 90% of manual reporting efforts.
- Led and scaled a global cross functional product organization of 9 durable product pods; drove a portfolio of 47 quarterly initiatives representing over \$50M in realized business value by implementing an evidence based capacity allocation and portfolio operating model.
- Architected a product led growth (PLG) and AI monetization strategy; introduced self serve trials, tiered AI packaging, and in product discovery paths that accelerated new user acquisition by 30% and unlocked a new \$15M ARR expansion pipeline.

Abbvie – Disrupting the aesthetics industry through data, design, and technology

Oct 2024 – Sep 2025

Director of Product

- Directed the product strategy for a global consumer and B2B sales ecosystem; scaled the product organization from 6 to 15 PMs and aligned 40+ cross functional stakeholders across engineering, legal, and compliance to drive a unified roadmap.
- Launched a suite of 10+ AI driven capabilities including conversational AI for sales territory intelligence and personalized consumer recommendations, generating \$48M in net new revenue.
- Architected the consolidation of 7 fragmented legacy tools into a unified B2B sales platform; implemented unified IAM/JITA and standardized information architecture to boost sales productivity by 35% and revenue by 15%.
- Established a rigorous company wide telemetry and experimentation culture; introduced performance KPIs (FMP, latency) and accessibility standards that increased cross platform DAUs by 28% and user engagement by 17%.

Swiftly – Retail technology company that provides solutions for retailers and brands

Aug 2023 – Jul 2024

Director of Product

- Scaled the core product organization from 4 to 12 PMs, leading end to end B2B2C platform experiences across iOS, Android, and Web that grew the total customer base and ARR by 35%.
- Launched 3 new 0 to 1 enterprise platform products, including a real time web analytics and telemetry suite that achieved 60% client adoption and generated \$5M in new revenue within 4 months.
- Spearheaded a product led growth (PLG) self serve onboarding platform with unified IAM; optimized interaction patterns to reduce client setup time by 80% and unlock a scalable long tail revenue stream.
- Transformed engineering execution by establishing standardized design systems and platform building blocks; built a cross functional operating model that reduced delivery cycle times from 6 to 3 weeks and accelerated feature delivery by 22%.

PayPal – Global fintech platform serving over 300M users with B2B and B2C payment solutions

Nov 2021 – Aug 2023

Group Product Manager

- Led a team of 7 PMs overseeing B2B and B2C platform products, including a desktop class global developer platform supporting external teams building on PayPal's 300M+ user ecosystem.
- Owned the end to end developer experience and rebuilt the platform's information architecture; overhauled API documentation, onboarding, and authentication pathways to increase new developer sign ups by 23% and reduce onboarding time by 37%.

- Launched real time global transaction dashboards and telemetry infrastructure; improved platform reliability and reduced SLA breaches by 40% across core payment workflows.
- Unified fragmented mobile and web developer journeys through a shared component strategy and consistent navigation patterns, lifting cross platform engagement by 30%.

ScreenMeet – Remote support and collaboration software integrated within CRM and ITSM platforms

Jan 2019 – Oct 2021

Senior Technical Product Manager

- Built an enterprise grade remote collaboration and screen sharing platform from scratch, securing \$1.25M ARR in year one and scaling 3 product lines to general availability for 280% YoY revenue growth.
- Drove strategic OEM integration with Dell and MDM rollouts; shipped deep integrations for Salesforce and ServiceNow (SSO/OAuth), reducing admin setup time by 40% and doubling enterprise adoption.
- Architected partner onboarding flows, automated integration testing, and telemetry dashboards; pushed first session success rates to 95% and improved enterprise renewal win rates by 10%.

Guidewire Software – Enterprise software suite for P&C insurance

Jun 2017 – Dec 2018

Software Engineer

- Developed automation tools that increased system efficiency by 25% and saved \$15K in annual cloud costs
- Automated test coverage reporting, reducing QA cycles by 30% and increasing deployment confidence
- Expanded automation coverage and quality gates, raised system throughput about 20%, lowered errors by 15% for P and C clients
- Standardized CI and CD with metrics and approvals, shortened release cycle from six weeks to about four, reduced rollbacks 25%

Spell Train – Spelling Bee application integrated with voice activated devices

Jul 2015 – Nov 2017

Product Manager

- Built and launched a voice based spelling app, improving spelling accuracy by 43% and reaching 1,000+ downloads
- Conducted weekly A/B testing and user feedback sessions to optimize UX and feature prioritization
- Introduced voice analytics, improving pronunciation accuracy by 38% among early learners

Audible Magic – B2B/B2C software application

Feb 2016 – Sep 2016

Product Manager

- Built internal web tools that automated QA workflows and reduced manual testing time by 40%
- Defined API contracts and build pipelines, increased pass rate to about 95%, cut build time about 30%
- Partnered with OEM and systems teams on reference designs and certification, accelerated customer onboarding about 20%
- Delivered partner ready API utilities and certification checklists, trimmed integration time about 25% for enterprise clients

Skills

Core PM: Platform Strategy, Enterprise SaaS, Product Led Growth, UX, A/B Testing, OKRs, Team Leadership

AI & Data: Generative AI, LLMs, RAG, Agentic AI, Model Evaluation, Telemetry, SQL, LangChain, Snowflake, MLOps

Technical: GCP, Cloud Architecture, Kubernetes, REST APIs, SDKs, IAM, Data Pipelines, AWS, Docker, System Reliability

Tools: Looker, Tableau, Power BI, GA4, Figma, Jira, GitHub, Salesforce, Amplitude, Miro

Education

Master of Business Administration - Santa Clara University

Bachelor of Science in Computer Engineering - San Jose State University