

SANDY SAGE, MS, PMP

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Strategy and execution shepherd: Leading large privacy and security initiatives with products that reach over 300 million users; managing large cross-functional teams; with 13 years of experience guiding the design and development of digital products.

WORK EXPERIENCE



Firefox

Mozilla Firefox (Denver, CO)
Senior Staff Product Manager

May 2017 – Present

A browser maker focused on privacy and security to drive growth both inside and outside the browser

- Build and own the overall strategy for protecting personal identity online (usernames, passwords, and email addresses) that encompasses an entire vertical of products which include password management, breach alerts, and email masking.
- Defined and launched the Lockwise stand-alone password manager apps on iOS and Android that grew from instantiation to 20x in just under a year.
- Integrated the legacy Firefox password management tools and systems with new stand-alone apps, while continuing to drive market change in browser password management.
- Own the Monitor breach alerts service, taking the service from an experiment to over 9 million subscribers in less than a year.
- Manage the Private Relay email masking service, a new product, which starts by building the framework for how we test new product areas; to inform the core Firefox product(s), to inform net new Firefox offerings, to validate hypotheses apart from optimizations.
- Outline product-fit hypotheses and experimentation design for several early initiatives, working closely with user research, design, data science, and engineering teams to learn quickly and repeatedly.
- Provide the vision and overall strategy for multiple products — shaping product OKRs that align to the organization's goals that funnel into the product roadmaps.
- Directly manage five engineers along with the cross-functional product delivery teams, working across multiple platforms (Firefox desktop, iOS, Android, extensions for multiple browsers, websites).

Products: [Firefox Lockwise](#), [Firefox Monitor](#), Firefox Private Relay, [Firefox password manager](#)

REDSSON

Redsson (Denver, CO)
Head of Product

July 2015 – May 2017

A family of SaaS products that uses legacy revenue-generating product lines to fund incubator opportunities, primarily Ruby on Rails apps with an accompanying CSS/HTML/JS user interface

- Established a framework to implement company initiatives, moving ideas from concept to launch.
- Prioritized tasks to align with business objectives, backing ideas with user stories and corresponding data; wrote unit tests to better articulate expectations; set milestones based

on market drivers; specified release criteria; and managed launches.

- Discovered underlying user problems via qualitative user research (user interviews, concierge tests, surveys, market research, etc.). Monitored user trends in New Relic, FullStory, and Periscope in custom-built dashboards. Informed the roadmap with quantitative research tied to user behaviors and mental models.
- Hypothesized and experimented to validate ideas with (pre)prototypes using various tools to quickly get user input from Jekyll webpages, Envision, spreadsheets, forms, and docs.
- Directly contributed to the engineering team by taking on ad hoc roles to continuously deliver with lean(est) functionality to serve user needs, where I performed duties of a system admin, wrote MySQL queries, imported and exported data into AWS buckets, wrote Ruby methods to test opportunities.

Products: Gaus Systems, Cancer Registry, Returned Mail, Parachute



Crowd Favorite (Denver, CO)
Head of Project Management; Client Product Owner

June 2011 – July 2015

A web development agency that builds and maintains robust websites and web apps, primarily using WordPress with custom JavaScript frontend functionality

- Supported business development with initial scope evaluation, high-level estimates, and proposed planning/design/implementation/management/closing approaches to best fit the requirements.
- Worked with clients directly to evaluate requirements, establish user stories, identify MVP options, test with intent to learn, and deliver to solve problems (not prescribed solutions)
- Managed the lifecycle of multiple concurrent projects from product discovery, design, development, deployment, and maintenance; roughly \$3.8M annual portfolio budget.
- Continuously maintained consensus of objectives and constraints with end-customers, business development, project managers, and quality assurance.

Clients: Phish, Disney, National Geographic, NIH, The Pioneer Woman, Starz, Facebook, and more

Highlight Products: LivePhish, FoodGawker, NIH Annotum Editor, PMC Deadline



Orbit Design (Denver, CO)
Project Manager

July 2007 – June 2011

A branding and design agency providing custom-designed WordPress websites

- Integrated business development, operations, and account management with project management processes (agile & iterative approaches depending on the scale and demand of the effort) to better define the sale / budget, manage scope, articulate quality expectations with user stories, and set timelines to ensure delivery and launch.
- Managed 12-20 client projects concurrently.

EDUCATION AND TRAINING

MS, IT & Project Management Colorado Technical University – 2012

Project Management Professional (PMP) certification PMI – 2011

BA, Art Virginia Tech – 2003