

Sam Katzen

SENIOR PRODUCT MANAGER | PLATFORMS, INTEGRATIONS AND AI PRODUCTS

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SUMMARY

Senior product manager with 10+ years in digital product, nearly nine in product management: a global membership platform at the UN Global Compact, an eight-person analytics team at NYU Langone Health and two products founded since 2025 (writtenbyinkly.com, rentwithreve.com). Runs discovery before building, ties every launch to a metric and ships with engineers, designers and AI coding agents.

SKILLS

Product strategy and roadmaps, Customer discovery and user research, PRDs, user stories and acceptance criteria, Agile delivery and backlog ownership, A/B testing and experimentation, Product analytics, KPIs and funnels, SQL and data validation, APIs, integrations and platform products, Pricing and packaging, Go-to-market and sales demos, AI products and AI coding agents, Cross-functional leadership.

PROFESSIONAL EXPERIENCE

Rent with Rêve

Co-Founder, Product and Technology

Feb 2026 – Present

- Grew a fashion rental and resale marketplace to 30+ curators and thousands of rentals in eight months, after surveying 30+ potential renters whose answers led to launching without a subscription.
- Built an internal AI photo studio that renders catalog images in a 47-second median: 89% approved on the first render, 0 rollbacks on live-store updates.
- Launched a two-way rental calendar sync to replace the manual checks that caused double-bookings; scaled it 21x from the pilot in 38 days at 98.4% uptime.
- Took a "rent it through Rêve" button for fashion brands from idea to 30 brand demos in 8 days, within Shopify's checkout policy; 3 brands are actively using it.

inkly

Founder & Product Lead

2025 – Present

- Turned inkly from a mailing service into an integrations platform: 20 customers in real estate, fintech and ecommerce have sent 50,000+ letters, and 60% have reordered.
- Shipped Zapier, Shopify and HubSpot integrations and a REST API on one order engine, so a closed-won deal sends a card on its own; chose Zapier first after interviewing sales leaders at 10 companies.
- Built a campaign wizard for up to 5,000 recipients from one CSV, with message variants and per-recipient QR tracking that shows who scanned and which message won.
- Designed tiered pricing and prepaid API credits, so one card and a 1,000-card campaign run through one flow.
- Aimed sales at about 30 recurring B2B accounts instead of one-off consumer cards; of 100+ demo bookings and sample requests, 20% became customers.

NYU Langone Health

Senior Product Manager, Marketing Technology Analytics

Jan 2025 – Jan 2026

- Raised reporting throughput 70% by rebuilding request intake: an expected outcome required on every request, and work ranked by business value, urgency and capacity, not arrival order.
- Increased delivery speed 25% for an eight-person data engineering, data collection and reporting team with clear owners, milestones and operating routines.
- Directed the Mixpanel to Databricks migration to lower platform costs and scale reporting; validated it in SQL, comparing records and aggregation logic across both systems.
- Balanced maintenance against new reporting across 60 completed engineering improvements and fixes to enterprise analytics systems, reporting to technology and marketing leaders.

UN Global Compact

Product Manager, Technology and Data

May 2019 – Dec 2024

- Rebuilt membership onboarding from behavioral and application data, A/B testing pages that set out eligibility and what to prepare: applications up 14%, application drop-off down 26%.
- Selected Docebo and launched the UNGC Academy, a main value offer for new members: 100+ courses, 10,000+ active users and 1,500+ certificates issued.
- Led the Local Network Hub, an intranet for 80+ local networks with 2,000 active users, with a shared structure that kept global consistency and left room for local content.
- Redesigned and relaunched the Communication on Progress platform 16,000 organizations use to report their progress, improving accuracy, user experience and participation.
- Replaced an outdated custom CMS with Drupal, moving thousands of pages and cutting the request backlog through self-service editing; moved core databases to AWS with zero downtime.
- Managed teams of up to 10 developers and designers from requirements to launch, including AI-enabled search across databases and content systems.

Project Coordinator, Technology and Data

Dec 2017 – May 2019

- Led technology planning for a global webinar program with 175,000+ participants a year.
- Coordinated delivery across developers, designers and stakeholders, turning staff needs into requirements and shipping improvements to public web platforms.

Digital Consultant

Jan 2016 – Dec 2017

- Led a mobile event app for CEO-level forums, increasing adoption 35%.
- Built registration and communications for the C4C COP22 High-Level Meeting on Climate Change.

EDUCATION

BBA, Business Management, Pace University

2012 – 2017

TOOLS

AI: Claude Code, AI coding agents.

Integrations and commerce: REST APIs, HubSpot, Shopify, Zapier, Stripe.

Delivery: Jira, Asana, SharePoint, GitHub.

Data and analytics: SQL, Databricks, Supabase, Mixpanel, Tableau, Google Analytics, Hotjar, Qualtrics.

Platforms: AWS, Drupal, Docebo.

Web: HTML, JavaScript and Python basics.