

SARAH SCHMIRL

Product Manager · AI-Enabled Products · Enterprise SaaS · Greenfield · Digital Transformation
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PROFESSIONAL SUMMARY

Product Manager with 10+ years building and scaling enterprise SaaS products across fintech, payroll, insurance, and workflow automation. Proven at leading greenfield development and digital transformation from discovery through launch, translating customer needs, business goals, and technical complexity into products that create measurable value. Experienced partnering with customers, implementation teams, sales, and engineering to identify opportunities and drive adoption. Recently expanded into AI-enabled products including agentic workflow design, LLM training and evaluation, and machine learning-driven automation.

CORE COMPETENCIES

AI & Intelligent Automation: Agentic workflow design · LLM training and evaluation · Machine learning enabled products · AI-assisted workflow automation · Claude · LibreChat (custom enterprise LLM) · Copilot · Prompt Engineering
Product Leadership: Greenfield & 0-to-1 Product Strategy · Product Roadmapping · Agile / Scrum · Advanced Certified Scrum PO (A-CSPO) · Certified Scrum Master
Implementation & Delivery: Enterprise Client Onboarding · Mid-Market Implementation · Global Rollouts (28 Countries) · Implementation Specialist Coordination · Time-to-Value Optimization · Cross-Timezone Delivery
Go-to-Market & Product Marketing: Sales Enablement · Client Success Enablement · Product Marketing · White Paper & Feature Release Content · Technical Writing · Pricing Strategy · Industry Conference Presentations
Design & Discovery: UI/UX Strategy · Wireframing · User Interviews · Jobs-to-Be-Done · Workflow Analysis · Miro
Data & Analytics: Data-Driven Roadmap Prioritization · Qualitative & Quantitative Research · KPI Definition · NPS
Platforms & Integration: ERP Integrations (25+ platforms) · CRM Modernization · AP/AR Automation · Payroll & HCM Platforms (Paychex) · SaaS · API-First Products
Industry Verticals: Fintech · AP/AR Automation · Insurance & Global Assistance · Insurtech · Payroll & HCM · Enterprise Workflow Automation · Global Operations

PROFESSIONAL EXPERIENCE

AI Trainer & Data Analyst, Contract | **Howie AI** | Remote · June 2025 – Present

- Audit, evaluate, and correct AI model outputs to improve accuracy, reliability, and edge-case handling for scheduling and calendar intelligence features.
- Build and curate high-quality training datasets used to fine-tune LLM and ML models powering the executive assistant product.
- Identify failure patterns and systemic model errors; document findings and collaborate with engineering to close performance gaps.
- Apply product and UX lens to AI output review, ensuring corrections reflect real-world user expectations, not just technical accuracy.
- Contribute to model auditing processes that ensure consistent, safe, and unbiased AI behavior across diverse user contexts.

Product Owner & Business Analyst (serving Paychex) | **Mindex** | Remote · 2023 – June 2026

Led product strategy and business analysis for Paychex (\$10B+ payroll/HCM), bridging stakeholder requirements and technical delivery while pioneering agentic AI integration into enterprise workflows.

- Owned end-to-end deprecation of a legacy InfoPath-based system, defining the replacement architecture and migrating clients to a modern, scalable platform without service disruption.
- Synthesized stakeholder, customer, and operational needs into product strategies that balanced user experience, business objectives, and technical feasibility.
- Conducted discovery sessions with internal stakeholders, implementation teams, and end users to identify onboarding pain points, validate solution concepts, and inform product roadmap priorities.
- Launched a self-service client onboarding platform with automated routing and guided workflows, reducing average onboarding time to less than two days while freeing implementation resources and supporting a roadmap toward AI-powered onboarding.
- Shipped an automated client-to-implementation-specialist assignment solution supporting approximately 200 implementation specialists, eliminating manual routing and reducing assignment turnaround from days to hours.

- Defined requirements and workflow logic for AI-assisted onboarding experiences that leveraged agentic workflows to automate client intake, route implementation activities, surface next-best actions, and reduce manual coordination during onboarding.
- Designed and implemented AI-assisted workflows using Claude, LibreChat (custom enterprise LLM), and Copilot to automate requirements analysis, documentation generation, stakeholder communication, and product discovery activities, reducing manual effort and accelerating delivery.
- Evaluated and prototyped agentic workflows capable of coordinating multi-step onboarding activities, gathering information from users, making routing decisions based on business rules, and escalating exceptions to human teams when required.

Product Owner & Client Account Manager | Paymerang | Richmond, VA (Remote) · 2019 – 2023

Built two greenfield SaaS platforms, invoice automation and purchase order automation, from inception to multimillion-dollar enterprise products.

- Scaled invoice automation platform from 13 to 125 enterprise clients across 17 industry verticals in under 2 years, generating multimillion-dollar ARR and supporting high-volume AP workflows processing thousands of invoices monthly.
- Defined product vision, OKRs, and roadmap for both greenfield platforms in direct partnership with CEO, CTO, and GTM leadership.
- Partnered directly with enterprise customers throughout implementation and adoption to uncover workflow inefficiencies, validate product enhancements, and prioritize roadmap investments.
- Expanded ERP, accounting, and CRM system integrations from 3 to 25+ platforms, including systems such as NetSuite and Blackbaud, unlocking new market segments and dramatically reducing onboarding friction.
- Established continuous customer feedback loops through interviews, implementation reviews, and account interactions, ensuring product decisions were grounded in customer needs and market demand.
- Represented the product at industry conferences and sales summits, establishing brand credibility and generating pipeline.
- Designed and led sales enablement programs, training sales and client success teams on how to position, demonstrate, and retain the product by developing product narratives, demo scripts, and battlecards that accelerated deal cycles and improved retention.
- Authored feature release documentation and white papers translating complex technical capabilities into clear business value narratives for enterprise audiences.
- Drove product strategy for intelligent document processing and predictive workflow automation capabilities utilizing machine learning models to reduce manual effort and improve processing efficiency.

Product Manager & Project Coordinator | Allianz Partners | Richmond, VA · 2011 – 2019

Led product and operations initiatives for a global insurance and assistance platform serving international provider networks across 32 offices in 28 countries, managing complex regulatory, compliance, and legacy modernization challenges across the insurance vertical.

- Directed multi-year CRM modernization program, integrating global customer data and redesigning service workflows for scale.
- Reduced operational cycle times by 20% through process automation and digital workflow improvements.
- Achieved 82% Net Promoter Score through redesigned service communication and digital experience enhancements.
- Provided strategic product and project leadership for global rollouts across 28 countries, managing multi-timezone stakeholder coordination, identifying service gaps and driving digital experience improvements.
- Identified and resolved \$5M in annual revenue leakage across international agent billing, implementing detection measures and corrective workflows, then renegotiating erroneous charges to recoup lost revenue.

CAREER HIGHLIGHTS

- **0 → 125 clients:** Built greenfield invoice automation SaaS from concept to 125 enterprise clients across 17 industries in under 2 years.
- **PM + BA hybrid:** Blends product strategy with formal business analysis, translating business needs into technical requirements AND product vision into market outcomes.
- **25x integration growth:** Expanded ERP ecosystem from 3 to 25+ integrations, enabling scalable workflows for global finance teams.
- **\$5M revenue recovery:** Identified international agent billing leakage at Allianz Partners, implemented detection and corrective workflows, and renegotiated contracts to recoup erroneous charges — \$5M+ annual impact.
- **Global scale:** Led product strategy across 32 offices, 28 countries at Allianz Partners, experienced working across time zones, cultures, and insurance regulatory environments.

- **Vertical depth:** 10+ years across fintech (AP/AR automation), insurance and global assistance (Allianz), and payroll/HCM (Paychex, \$10B+ enterprise).

PRODUCT PHILOSOPHY

Passionate about building products that improve how people work. I thrive at the intersection of customer experience, innovation, and business strategy, energized by complex problems, simplified workflows, and collaborative product development.

CERTIFICATIONS

Advanced Certified Scrum Product Owner (A-CSPO) · Scrum Alliance · 2024 | **Certified Scrum Master (CSM)** · Scrum Alliance · 2022

AWS Certified AI Practitioner · Amazon Web Services · *In Progress, Expected June 2026*

WORK AUTHORIZATION & LOCATION

US Citizen · Remote · Timnath, CO & Richmond, VA · Available across all time zones · Open to relocation