

JENA DELLO IACONO

Senior Product Manager | B2B SaaS | Enterprise Products

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Portfolio: jdelloiacono.com | Remote — FL, US

PROFESSIONAL SUMMARY

Senior Product Manager with 6+ years building and scaling B2B SaaS products in a fast-paced startup environment. Led the evolution of products from single-unit solutions to enterprise software now supporting 1,390+ restaurant locations. Experienced in solving complex operational problems, modernizing legacy products, and using customer insights and data to shape product strategy.

CORE SKILLS

Product Strategy & Roadmapping • Enterprise SaaS • Multi-Tenant Architecture • Platform Modernization • Product Analytics • Data Governance • Customer Discovery • Agile/Scrum • Mobile Product Development • Stakeholder & Executive Management • Cross-Functional Leadership

Tools: Jira • Confluence • Pendo • FullStory • Figma • MySQL

PROFESSIONAL EXPERIENCE

Senior Product Manager

Back Office Software Solutions | Denver, CO / Remote — FL | 2025–2026

- Owned product strategy and roadmap across a portfolio of enterprise SaaS products and platform capabilities, supporting 3,400+ monthly active users while balancing modernization with evolving customer needs.
- Evolved the multi-unit product to give enterprise customers centralized control while preserving the flexibility individual locations needed to operate.
- Drove adoption of multi-unit architecture among enterprise restaurant groups that subsequently expanded 18–32% faster than comparable customers outside the structure.
- Modernized a legacy inventory workflow; completed inventories created after the March 2026 release saw a 12.4% reopen rate, down from 16.1% before the release.
- Launched an inventory customization feature adopted organically by 23% of 969 paying accounts within 3 months; usage data revealed greater demand for simpler workflows and reshaped the next phase of the roadmap.

Product Manager

Back Office Software Solutions | Denver, CO / Remote — FL | 2020–2025

- Owned product strategy and roadmaps across inventory, ordering, menu engineering, transfers, conversions, waste tracking, and shared platform capabilities including user, role, and policy management.
- Reduced inventory completion time from multiple days to under 3 hours by simplifying workflows and standardizing counting logic across complex restaurant operations.
- Led customer discovery through interviews, advisory boards, behavioral analytics, and usage data to uncover operational problems and shape roadmap priorities.
- Partnered with engineering and data teams to launch predictive insights that surfaced inventory and sales anomalies before they became larger operational issues.
- Led mobile product development and modernization across core inventory, sales and ordering workflows to improve in-store usability, accuracy, and reliability.
- Led the transformation from single-unit to multi-unit architecture, establishing a scalable enterprise structure that grew from 2 to 76 large multi unit restaurant groups and 1,180 locations.

Senior Manager, Customer Success

Back Office Software Solutions | Denver, CO / Remote — FL | 2020–2021

- Led and mentored a team of three Customer Success Managers responsible for onboarding, retention, and long-term success of enterprise and VIP hospitality customers.

Customer Success Manager

Back Office Software Solutions | Denver, CO / Remote — FL | 2018–2020

- Managed onboarding and post-launch success for hospitality customers, developing deep operational and customer expertise that later informed product strategy, discovery, and prioritization.

EDUCATION

B.S., Management Information Systems
University of Massachusetts Dartmouth

RECOGNITION

Back Office Software Solutions Super Star Award — 2021

Back Office Software Solutions Annual Hackathon — 2× Second Place Team