

Marie Sligh, MPPM

Product Executive | AI-Driven Strategy | SaaS Growth & Transformation



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Education

Master of Professional Studies in Product Management (MPPM)
University of Maryland

Bachelor of Science in Computer Science (BS)
Magna cum laude
Limestone University

Associate of Science in Business Administration (AS)
Summa cum laude
Trident Technical College

Certifications

Understanding Agentic AI
AgentAcademy.ai, 2026

AI for Product Management
Google Cloud and Pendo, 2025

Fundamentals of Agile Project Management
Project Management Institute, 2024

Certified Product Manager (CPM)
Cornell University, 2021

UX Certificate
Nielsen Norman Group, 2019

Digital SaaS & AI Product Innovation

Outcome-driven product executive with 15+ years leading SaaS platforms from concept to scale, grounded in user-centered design and measurable business outcomes. Built and scaled distributed product teams, leading enterprise transformations, and driving revenue growth through product-led strategies. Led the integration of generative AI and machine learning into customer-facing products to unlock efficiency, differentiation, and new market opportunities.

Core Competencies

Product Strategy & Vision | AI Product Strategy (genAI, LLMs) | SaaS & Platform Growth | Product-Led Growth (PLG) | Portfolio Leadership | Organizational Transformation | Executive Stakeholder Alignment | Data-Driven Decision Making | Customer Experience & UX Strategy

Professional Experience

Self-Employed

Supporting the responsible development of generative AI systems

AI Product & Model Evaluation Specialist Apr 2026 - Present

- Applied RLHF techniques to evaluate and improve generative AI system outputs across diverse use cases
- Designed and operated multi-step agentic AI workflows, building practical fluency in how autonomous systems reason, fail, and require governance
- Identified failure modes in model reasoning and edge-case handling, informing improvements in reliability and user experience
- Evaluated AI system behavior against legal, ethical, and safety standards to support responsible AI deployment

Press Ganey

The leading healthcare performance improvement company in the U.S.

VP, Product – Consumer Experience Oct 2020 - Feb 2024

- Scaled a cross-functional product organization across three acquisitions; established culture of collaboration, accountability, and mentorship
- Defined product vision & multi-year roadmap for multi-product portfolio, aligning C-suite to engineering, sales, and GTM teams
- Delivered 36% YoY sales growth, outpacing company average and expanding total addressable market
- Spearheaded the company's first generative AI product capability, reducing client workload and strengthening market differentiation
- Led the design of accessible, user-centered SaaS platforms improving customer engagement and experience outcomes
- Championed the transition to a product-led operating model, introducing agile workflows and continuous discovery practices

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Leadership Expertise

- Change management
- Executive stakeholder alignment
- KPIs & OKRs
- M&A integration
- Organizational transformation
- Product-led growth (PLG)
- Remote team leadership
- Revenue growth & profitability
- Strategic planning
- Team development & coaching

Product Knowledge

- B2B SaaS/digital
- Continuous discovery
- Go-to-market (GTM) strategy
- Inclusive design & accessibility
- Integrations / partnerships
- Product analytics
- Product-market fit
- Product strategy & roadmapping
- Responsible & ethical AI
- Security & privacy
- User experience
- Voice of the customer (VoC)

Technology & AI Expertise

- AI (genAI, LLMs, ML)
- AI evaluation & responsible AI
- Agile (Scrum, Kanban, Lean)
- Cloud SaaS & APIs
- Data governance, interoperability, & compliance
- Predictive analytics
- Product tools (Jira, Aha!, etc.)
- Technical background (C#, .NET, JavaScript, SQL)

Doctor.com

Helping healthcare organizations manage their digital presence

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|-------------------------------------|---------------------|
| VP, Product Management | Aug 2019 - Oct 2020 |
| Head, Enterprise Product Management | Nov 2018 - Aug 2019 |
| VP, Enterprise Engineering | Aug 2017 - Nov 2018 |
- Led enterprise-wide transition from project-based delivery to a product-led operating model, implementing agile roadmapping, OKRs, and scalable governance
 - Drove product strategy and roadmap across enterprise solutions, improving retention, customer satisfaction, and delivery consistency
 - Reduced implementation timelines by up to 25% through standardized product processes and scalable delivery models
 - Aligned product, sales, client success, and engineering to connect product strategy with customer and revenue goals
 - Played a key leadership role in post-acquisition integration with Press Ganey, aligning product portfolios and technology platforms

Connect Healthcare

Providing directory tools, analytics expertise, and data management

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|--|---------------------|
| VP, Engineering (and informal head of product) | Jan 2016 - Aug 2017 |
| Head, Development | Feb 2011 - Jan 2016 |
| Programmer | Jul 2010 - Feb 2011 |
- Led product and engineering for a flagship enterprise-level SaaS platform that generated 80%+ of company revenue within two years of launch
 - Defined product strategy, roadmap, and delivery execution across the platform lifecycle
 - Introduced data-driven prioritization and release planning, improving product quality and development velocity
 - Built cross-functional alignment between technical and business teams, improving collaboration and delivery outcomes
 - Used domain expertise and knowledge to innovate and bring new products to market

Additional Experience

Educational / Personal Sabbatical

Feb 2024 - Apr 2026

- Completed master's degree in product management
- Advanced expertise in artificial intelligence through certifications and applied learning
- Dedicated time to family care