

Celebrating Product Excellence:

**Introducing the
Winners of the
Inaugural PM Awards**

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Inaugural PM Awards: The best product managers of 2023

In the rapidly evolving landscape of product management, where innovation, business skills, and technical acumen converge, certain individuals stand out as true trailblazers. 20 individuals, to be precise. We are so thrilled to present our inaugural Product Manager Awards, an exclusive recognition honoring the exceptional accomplishments of the best product professionals today. The **2023 PM Awards** is a tribute to the product managers forging new paths and pushing the field forward. They redefine what it means to be a PM while leaving an indelible mark on the products and teams they lead.

Products That Count's awards programs are our way of acknowledging the greatness within the product ecosystem that we serve. This includes the annual Product Awards, the Global CPO 20, and now, the PM Awards. As a nonprofit organization, it is the mission of Products That Count to inspire all product professionals globally, from product managers to Chief Product Officers, to steer strategic growth, product innovation, and ultimately, overall business success. **Our mission is to help everyone build great products; that starts with great product managers.** By recognizing the best in the field, we want to inspire others to follow their example and excellence.

The winners of the PM Awards were chosen by an independent Advisory Board composed of three excellent product leaders in their own right. They are Google Product Manager (and Fmr Prezi Director of Product) **Neha Taleja**, Fmr Groupon (and Fmr Ticketmaster) VP of Product **Andrew Zavattero**, and A10 Networks VP of Product **Yasir Liaquatullah**. This Board narrowed down a pool of 1,000 nominations into more than one hundred finalists, ultimately selecting the top 20 named here.

| Diversity & Entrepreneurship

Applicants to the PM Awards were asked to submit evidence of their achievements including an endorsement from a product executive familiar with their work. We also asked nominees to complete a survey which yielded some vital insights on the state of product management in 2023.

Product managers are a highly diverse group in terms of work experience and paths to the profession. For many, the road to PM started with entrepreneurship: 39% of nominees mentioned having learned product management “through building my own products as an entrepreneur.” Despite that commonality of entrepreneurship, overall work histories are diverse: when asked if they had a technical background before getting into product management, our nominees were evenly split, with just over 50% answering “no.” This confirms winner Sonia Gupta’s assertion that “a product manager doesn’t have to come from a specific background.”



A product manager doesn't have to come from a specific background.

It should be no surprise, then, that when asked how they learned the craft of product management, 79% of nominees indicated that they “learned on the job.” **Less than half (49%) noted having taken part in professional training, indicating an opportunity for product organizations to offer more support to their teams.** On the other hand, when it comes to formal education, PMs are a highly educated group. 39% have a Bachelor’s, one third have an MBA, and another quarter have a Masters. Less than 2% of our nominees have a PhD.

Reporting structures are also diverse. Among the respondents, 37% of product managers have the Chief Product Officer (CPO) as their direct supervisor. Additionally, 35% of product managers report to either the Vice President (VP) or Director of Product. Furthermore, 14% of product managers report directly to the Chief Executive Officer (CEO), 6% report to the General Manager (GM), and 5% report to the Chief Technology Officer (CTO). The remaining product managers report to Senior Product Managers or other roles not explicitly mentioned.

This data suggests that PMs report to a variety of positions, highlighting **the importance of product management across different aspects of a company**, from product development to technology leadership. It also shows that PMs have a significant impact on various levels of decision-making within organizations.

In terms of geography, 73% of respondents are based in North America. The next highest represented region was India, with 9% of respondents. 3% of the respondents were from Africa (Egypt and Nigeria), 8% from Europe (Netherlands, Norway, United Kingdom, Turkey, Italy, Germany), and 4% from Australia or New Zealand. A range of industries are represented, from consumer goods, to healthtech, to fintech, but the most heavily represented industry is Software-as-a-Service (SaaS) at 32%.

| Respect, Grit, Adaptability – & Metrics

In the end, the 20 winners of the 2023 PM Awards were given prizes in 20 unique categories. This is fitting, given that product managers in many ways have more differences than commonalities, and in that sense might best be thought of as the “snowflakes” or “rare gems” of the tech world. Within these 20 categories, our Advisory Board additionally decided to highlight three international regions, with spotlights on India, Canada, and Taiwan.

What do we love about these winners? For one thing they practice the **values of a great product culture**, embodying **respect, grit, and adaptability**. (Incidentally, those are also our values at Products That Count.) We see respect for diverse perspectives and contributions in winners like Kate Zasada with her dedication to servant leadership. And the grittiness of embracing challenges as opportunities for growth – i.e. the growth mindset – is represented well by John Magro with his emphasis on always leveling up. When it comes to adaptability and seeing change as a catalyst for progress, look no further than Prakash Aditham who won for his ability to thrive and grow outside of his comfort zone, no matter what curveballs come.

In the paragraphs below you will read the stories of these accomplished product managers, including the intricacies of their approaches, the wisdom garnered from their experiences, and the profound impact they’ve had on the products they’ve nurtured. Learn about their superpowers, what makes them successful, and what they think makes a great product manager. **You’ll also see some metrics on how they moved the dial at their companies, on everything from reducing inefficiencies to increasing global adoption of their products.**

And now, dive in and learn more about the journeys of these 20 extraordinary winners of the 2023 PM Awards. Celebrate with us the spirit of excellence – and individuality – that defines the field of product management in 2023.



Introducing the Best Product Managers of 2023: Winners of the Inaugural PM Awards



Justin Fowler
Customers over KPIs

Justin Fowler, a mid-career professional with a non-technical background, successfully transitioned into a product manager (PM) role through passion for learning and opportunity. He excels in his role, mentoring aspiring PMs, and thrives in a startup-to-scale-up environment, embracing whatever challenges come his way.

Our Awards Advisory Board was particularly impressed with Justin's customer-centric focus that prioritizes outcomes over metrics, offering cross-team support. Justin's approach has driven unexpected product

evolution, and resulted in cost savings and expanded offerings. While these new capabilities weren't on his quarterly or yearly plan, Justin explains that **"when I saw that it was needed, I acted and persuaded others to take action, built momentum, and delivered a solution. Not for the sake of KPIs, but because it was necessary."**

According to his executive endorsement, Justin's leadership blends empathy and curiosity, fostering collaboration and stakeholder alignment. Ethical, risk-taking, and positive, Justin challenges industry norms. He embodies dedication to customer success, holistic problem-solving, and product management community growth. A valuable asset to his company and a standout in the field, we are pleased to present Justin Fowler with the **"Customers Over KPIs"** prize for the **2023 PM Awards**.



Aravind Uppal
India Spotlight: Driving the
Future of Rural Tech

Aravind Uppala, a seasoned senior product manager, boasts a track record of accomplishments that showcase his vision, strategic prowess, customer focus, and influential abilities. His key achievements include driving a product that generates 25 crore in annual B2C sales and instituting an end-to-end onboarding process for a remarkable 10% boost in B2B sales. These feats underscore his **dedication to business growth and innovation**.

Aravind excels in strategic alignment, epitomized by his setup of the Saheli Onboarding process, aligning with

both company values and the empowerment of rural women customers. Customer empathy is one of his superpowers, with a 50% enhancement in successful experiences by actively incorporating user feedback. His capacity to lead without authority shines through his role in achieving a 70% surge in successful orders by harmonizing diverse teams toward common objectives.

Aravind's executive endorser attests that he played a key role in launching an app dedicated to providing consistent economic opportunities to women in rural India. For this, our Awards Advisory Board is pleased to bestow on Aravind Uppala the **"India Spotlight: Driving the Future of Rural Tech"** prize as part of the **2023 PM Awards**. Aravind's accomplishments depict a dedicated professional who melds strategy, empathy, and leadership to foster growth, innovation, and transformative solutions, ultimately impacting both customers and stakeholders in rural India.



Karen Hsieh
Taiwan Spotlight: Data Literacy & Community Builder

Karen Hsieh is an accomplished product manager known for her holistic and impactful approach. Her career reflects a blend of user insights, collaboration, data-driven choices, and a focus on growth. With 50+ user interviews per project, Karen is adept at grasping user needs and bridging them with company goals. Notable is her VIP SaaS project at iCook, contributing 25% to annual revenue.

Our Advisory Board was impressed that Karen created a data team from scratch, initiating 10+ data literacy workshops. It is clear that Karen possesses

strong ability in fostering cross-functional unity – a key skill for any PM. As Director of Tech & Data at ALPHA Camp, Karen showcases her leadership and strategic prowess, embodying superpowers in Vision, Customer Empathy, and Data-Driven Decision Making.

Endorsed by colleagues, Karen’s commitment to data literacy and community engagement highlights her leadership and passion. Her involvement in the dbt community and speaking engagements underscores her dedication to sharing insights. Karen’s journey as a product manager epitomizes a balanced, collaborative, and data-driven approach, yielding significant contributions. Her commitment to learning and community made the choice easy for the **2023 PM Awards** Advisory Board in selecting Karen Hsieh as the winner of the **“Taiwan Spotlight: Data Literacy & Community Builder”** prize.



Prakash Aditham
Grows Outside the Comfort Zone

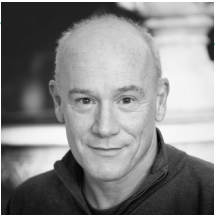
Prakash Aditham, a Senior Director of Product, shines with impactful contributions, innovative problem-solving, and strong tech industry leadership. His success philosophy revolves around measurable impacts on revenues and team excellence. At data.ai, Prakash excels in driving growth and revenue, leading launches that generate over \$100 million in SaaS revenue. His humility surfaces amidst challenges posed by tech changes and regulations.

Endorsed as his company’s best product leader, Prakash’s customer-first approach transforms culture and KPI frameworks, earning executive recognition. **But what really stood out to our Advisory Board**

was his growth mindset (which is also a core part of our philosophy at Products That Count). Prakash’s resilience during setbacks like outages and layoffs demonstrates exceptional leadership. Furthermore, his customer-centric focus during adversity maintains core vision and strategy, navigating his team through storms. Noteworthy is his positive influence on KPIs despite external pressures. Through product evangelism and innovation, Prakash managed to curtail ARR impact to just 3.5%, stabilizing metrics in a challenging market.

Beyond his team, Prakash’s empathetic, data-driven leadership shines cross-functionally, representing the company with authority at industry events. Prakash’s journey as a product manager showcases strategic prowess, resilience, customer focus, and transformative leadership. His impact on revenue, culture, and direction all merit recognition. But above all, Prakash Aditham’s demonstrated growth mindset made him the clear choice for the **“Grows Outside the Comfort Zone”** prize for the **2023 Product Awards**.





Charlie Crocker

Emergency Management Visionary

Charlie Crocker, a visionary in emergency management, boasts a track record of life-saving achievements. In just two years, he developed and sold a vital product, showcasing his product prowess and change-driving abilities.

Notable to our Awards Advisory Board was his product's adoption across the western U.S., rooted in strong user experience focus. **Further, during California's natural disasters, Charlie's platform managed**

communications and evacuations for 14 counties, saving lives. Charlie's team was then able to adapt and scale the platform, expanding its use beyond fire hazards; customer growth followed.

Charlie's leadership also impressed, as he thrives in customer relationships and advocacy. His approach involves customers in case studies and webinars, aligning with key strategies for satisfaction and growth. Endorsed as a visionary by his boss, Charlie's industry passion and value delivery shine.

Innovation, excellence, and commitment define Charlie Crocker's journey as an **"Emergency Management Visionary,"** the name of his prize at the **2023 PM Awards.**



John Magro

The Perpetual Learner

John Magro is an exceptional product manager with a unique blend of superpowers and an unwavering commitment to balanced product creation. He is dedicated to constantly leveling up his already versatile skill set that encompass team leadership, strategic thinking, problem-solving, customer empathy, collaboration, and fostering innovation.

A superpower of building great teams is evident in John's leadership, fostering environments where individuals excel and achieve remarkable results. This extends to creating a high-performing product team within an acquiring company. Additionally, customer empathy sets John apart, guiding products that deeply

resonate with users. His inclusive approach and feedback loop ensure value delivery, boosting satisfaction, retention, and engagement. Cross-functional collaboration is another strength, enhancing project speed, quality, and resource efficiency by enabling effective teamwork across disciplines.

Aside from these superpowers, what truly impressed the Advisory Board was John's commitment to always keep learning and growing. John says, **"I think any great PM is always seeking to add new superpowers to their toolset, which is why I strive to constantly level myself up as well as those around me."**

In conclusion, John Magro's journey is marked by versatile skills, customer-centricity, and impactful results. His superpowers drive products that resonate and foster growth. And above all, John sets a great example as a PM who always wants to take his skills to the next level, earning him recognition as **"The Perpetual Learner"** in the **2023 PM Awards.**



Tara Holwegner

The Great Communicator

Tara Holwegner, a certified Product Manager, brings innovation, collaboration, and leadership to her role, setting a powerful example for the community. Her cross-functional skills, strategic creativity – and, above all, exceptional communication – stand out above the crowd.

Tara excels in aligning product strategies with business goals through compelling value propositions and collaboration with Sales and Marketing. Her leadership secures development investments and fosters team growth. She is an innovative problem solver, driving customer-centric features and thought leadership. Tara's strategic thinking is seen in her economical

solutions until full investment.

Our Advisory Board was impressed with the way her communication prowess shines through influencing stakeholders without direct authority. **Leveraging podcasts, presentations, and articles, she establishes her company as an industry expert with dedication and creativity.** Inspired by her innovative approach, Products That Count is pleased to present Tara Holwegner with the prize of **“The Great Communicator”** at the **2023 PM Awards**.

Tara Holwegner's journey showcases a dedication to driving results and fostering a deeper understanding of product management. Let's conclude with Tara's own words, as she says, **“Thank you for the opportunity to highlight the complex, challenging, demanding, exhilarating, rewarding, and singular job of a product manager. There really is nothing like it!”** We couldn't agree more.



Sonia Gupta

The Influencer

Transitioning from corporate law to a product manager role in legaltech, Sonia Gupta's path into product management exemplifies so many of the qualities of excellent product managers, including dedication, adaptability, and a passion for learning. Further, her story emphasizes how great PMs effectively influence those around them. Sonia's skill here may be a hold-over from her law experience.

In Sonia's own words: **“I'm a testament to the idea that a product manager doesn't have to come from a specific background. What makes a truly great product manager is having the passion and drive**

to continuously learn, being hungry for innovation, and most importantly being able to successfully communicate with your stakeholders.”

Sonia's proactive learning through engagement with professionals, reading, and industry participation is evident. Leading product culture in a small team reflects her leadership, influenced by trial and mentorship and contributing to startup growth. Her data-driven approach is clear in collaborating with Analytics and Research, addressing user needs and driving value. Strategic initiative development and buy-in influence showcase her business alignment. Sonia excels in user onboarding and advocating improvements, enhancing user experience.

Sonia Gupta's journey, from law to product management, her learning focus, and her cross-functional impact make her a standout in the field, earning her the prize of **“The Influencer”** at the **2023 PM Awards**.



Justin Leibow
Product Evangelist

Justin Leibow's product management journey underscores his visionary leadership, strategic acumen, and transformational impact. His superpowers are many, but the one that stood out most to the Advisory Board was Justin's product evangelism. This is why he wins the prize of **"Product Evangelist"** for the **2023 PM Awards**.

Among his notable achievements, Justin shifted EY's Nexus product from project-based to licensable, disrupting consulting norms and achieving global adoption. He **successfully launched the product in six countries** through persuasive communication, inspiring cross-regional teams. His **value-driven communica-**

tion attracted 60+ clients, including 14 Fortune 500 companies, showcasing the standardized product's appeal. Furthermore, advocating for asset reuse led to a 50% reduction in build time, enhancing efficiency and accelerating time-to-market.

Beyond product achievements, Justin has catalyzed organizational enhancements. His frameworks for solution enablement, product tooling adoption, education, delivery improvement, and long-term support have paved the way for scalable and sustainable practices. According to his executive endorsement, Justin's disruptive influence drives growth and enhancement within his company.

In summary, Justin Leibow's journey exemplifies visionary leadership, cross-functional aptitude, and sublime product advocacy. His accomplishments within his company reflect innovation and a transformative approach that fosters growth, efficiency, and lasting change.



Roopali Sharma
Automation Wizard

Roopali Sharma's prowess as an **"Automation Wizard"** is evident through her impactful achievements and valuable insights as a product manager. During her tenure at Naukri, she significantly reduced resume screening time by 40% through AI-enabled insights, addressing pain points and improving user satisfaction. Her meticulous approach to customer research and data analysis resulted in higher conversion rates, enhancing the product's growth and market positioning.

Her executive endorsement highlights her exceptional contributions to her company's success. Roopali's en-

gagement with customers, creative problem-solving, and ability to communicate complex concepts led to transformative changes. Her launch of an AI-enabled screening tool reduced sourcing time, while her UX enhancements increased product usage by ~30%. Her leadership was instrumental in revamping her company's occupational taxonomy, transitioning legacy systems, and creating India's largest talent market data dictionary. Roopali's adaptability and agility in transitioning to new products further illustrate her exceptional qualities.

Overall, Roopali Sharma's achievements, adaptability, and leadership make her a worthy candidate for a **2023 PM Award**, with a clear demonstration of her automation wizardry, among other superpowers, in the field of product management.



Asha Nair
Data Dynamo

Asha Nair's distinction as a **"Data Dynamo"** in product management stems from her unique approach, emphasizing data-driven decisions, cross-functional collaboration, and versatile expertise. She values curiosity and user engagement, transcending industry boundaries. Her data-centric strategy drives growth, enhancing user experience and profitability.

Using data, Asha identifies target markets, aligning product efforts with business growth. Her ability to

excel in diverse domains underlines the universal skills of product management, showcasing adaptability and versatility. Asha's customer-centric superpowers align with user needs, driving product success. In Asha's words, **"having an interest and curiosity to understand how your product is growing and being used by your customer is all that it takes to be a good PM."** She adeptly balances product and revenue goals, ensuring comprehensive business understanding.

Her leadership extends to mentoring peers, nurturing excellence in the field. Asha Nair's commitment to data, collaboration, and leadership makes her a standout winner of the **"Data Dynamo"** prize for the **2023 PM Awards**.



Anshul Kumar
Builder of Alliances and Platforms

Anshul Kumar's transformative journey in product management is marked by his strategic leadership, innovative prowess, and remarkable achievements. Anshul's visionary approach culminated in the creation of the Next Generation API platform, redefining Paylocity's interaction with clients and partners. His strategic partnerships with industry leaders propelled revenue diversification, enhancing his company's stature in the HCM industry.

The Advisory Board was impressed by Anshul's self-professed **"unwavering commitment to excel-**

lence" and **"ability to drive results in challenging environments."** Anshul's inventive monetization strategy harnessed the potential of NextGen and legacy APIs, yielding substantial revenue while aligning with evolving customer demands. His customer-centricity is evident in meticulous product discovery, ensuring tailor-made solutions for over 90 consumers. Anshul's team leadership nurtured innovation and collaboration, showcasing his mentoring and communication skills.

In essence, Anshul Kumar's journey exemplifies a visionary **"Builder of Alliances and Platforms,"** which is the name of his individual award. His profound impact on strategy, revenue, customer engagement, and team dynamics positions him as a worthy winner of the **2023 PM Awards**, a testament to his exceptional leadership within product management.



Sarah Stone
The Swiss Army Knife

Sarah Stone stands out as an exceptional product leader, embodying the essence of a **“Swiss Army Knife”** in her role. Her unique fusion of technical expertise, strategic vision, and leadership sets her apart. With a strong engineering foundation, she adeptly bridges technical intricacies with high-level strategy, showcasing her versatility.

Sarah’s technical proficiency enables her to craft innovative solutions that resonate with clients’ needs. Notably, **her launch of the industry’s first no-code smart desktop** demonstrates her commitment to

pushing boundaries and introducing groundbreaking concepts. Her leadership style fosters a collaborative culture, and her dedication to mentoring team members further enhances her influence.

A client-centric approach defines Sarah’s work, as she deeply understands their challenges to create impactful solutions. Her strategic acumen allows her to navigate seamlessly between technical aspects and overarching strategies. By fostering teamwork and camaraderie, she nurtures a culture of excellence within her team.

In summary, Sarah Stone’s blend of technical prowess, strategic thinking, leadership acumen, and dedication to innovation positions her as a standout product manager. Her contributions to the industry and her organization, coupled with her boss’s endorsement, make Sarah well-deserving of a **2023 PM Award**.



Sumaiya Noor
Canada Spotlight: Global Product Strategy

Sumaiya Noor’s exceptional leadership and diverse experience have earned her the **“Canada Spotlight: Global Product Strategy”** prize for the **2023 PM Awards**. With a career spanning various leadership roles and domains, Sumaiya has consistently demonstrated her prowess in driving innovation and growth. Her role as Chief Product Strategy Officer showcases her strategic acumen, while her engagement with start-ups globally underscores her commitment to fostering innovation on an international scale.

Her history at IBM and leadership in Technology M&A deals across continents highlight her ability to navigate complex international landscapes.

Sumaiya’s academic background, coupled with certifications as a Digital Strategy consultant and Certified Product Manager, underscore her commitment to continuous learning. Additionally, within the B2B product space, Sumaiya’s impact is undeniable. She has successfully transitioned teams to hybrid growth models, introduced innovative payment methods, and strategically expanded product features based on customer feedback. Her ability to enhance customer experiences showcases her deep understanding of their needs.

Sumaiya’s executive endorsement attests to her exceptional leadership, clear communication, and commitment to excellence. Her ability to unite teams, communicate product visions effectively, and drive market success underscores her exceptional leadership skills. In summary, Sumaiya Noor’s journey is characterized by impactful leadership, diverse expertise, and unwavering dedication, making her a deserving winner in the field of product management excellence.



Kate Zasada

The Servant Leader

Kate Zasada is the embodiment of a “Servant Leader,” a product manager who exemplifies exceptional leadership and a commitment to achieving shared goals through collaboration and empowerment. Her remarkable ability to bring diverse teams together, foster alignment, and drive collective success has left a profound impact on her organization. In Kate’s words, **“success is not about having the right answers, it’s about helping to bring people together and finding the best outcomes together.”**

One of Kate’s outstanding achievements lies in her adeptness at rebuilding a once-strained partnership between Marketing and Product at Zapier. Through her genuine approach of active listening, vulnerability, and a deep understanding of each team’s challenges,

she not only bridged the gap but also cultivated a productive and trusting partnership. This effort resulted in significant accomplishments such as successful rebranding, new self-service platforms, and innovative customer acquisition strategies.

Kate’s strategic problem-solving shines in her project to establish a new pricing cadence, where she skillfully navigated challenges between cross-functional teams while ensuring effective communication and collaboration. This experience underscores her resilience and determination to overcome obstacles in pursuit of meaningful results. Kate’s commitment to accountability, empowerment, and continuous improvement is palpable in her work.

Kate Zasada’s achievements as a servant leader are truly exceptional, making her a deserving recipient of the **“Servant Leader”** prize at the **2023 PM Awards**. Her impact on alignment, growth, and innovative thinking is a testament to her exemplary leadership in the field of product management.



Chenniappan “Chenny” Solaiyappan

The Ambidextrous PM

Chenniappan “Chenny” Solaiyappan embodies **“The Ambidextrous PM,”** a leader who skillfully balances innovation, client focus, and industry transformation in the field of product management. His impact on the healthcare industry is exceptional, driven by an entrepreneurial spirit, client-centric approach, and visionary leadership.

Chenny’s role as a venture leader at ClaimSphere showcases his capacity to drive innovation and calculated risks, propelling the transformation of ClaimSphere into a competitive player in the market.

His client-centric philosophy ensures that products not only harness technological advancements but also address practical needs, fostering strong client relationships and delivering impactful solutions. Additionally, Chenny’s leadership in quality management products has led to transformative shifts in healthcare practices, positively influencing health outcomes and operational efficiency. Chenny’s ability to cultivate creativity, innovation, and collaboration within his teams fuels a culture of exploration and pioneering ideas, driving the industry forward.

Chenny Solaiyappan’s continuous learning, leadership, and strategic acumen shine through his team’s growth and his endorsement from leadership. His dedication to excellence, innovative thinking, and adaptable leadership were all reasons the Advisory Board chose him as a winner of the **2023 PM Awards**.



Daniel Feldman
The Turnaround Specialist

Daniel Feldman, “The Turnaround Specialist,” is a standout product management leader renowned for his impact on the eMobility and EV charging industry. His knack for revitalizing struggling teams, fostering innovation, and prioritizing customer-centric solutions distinguishes him as a winner of the **2023 PM Awards**.

Daniel’s leadership shines through his successful transformation of software and firmware processes from waterfall to agile methodologies. This involved introducing a three-week release cycle and alpha-beta testing, enhancing customer satisfaction and team engagement. Also, **his commitment to customer**

needs and innovation is seen in his introduction of quarterly market reviews, resulting in an impressive 13 patents. These patents address EV charging intricacies, showcasing his technical excellence.

Daniel’s influence extends to team empowerment and growth. His coaching and collaborative style foster customer centricity and excellence. His executive endorsement amplifies his role as an outstanding leader, celebrated for his technical prowess, customer focus, and passion for eMobility.

In conclusion, Daniel Feldman was selected for “**The Turnaround Specialist**” prize due to his transformative leadership, innovation, and customer-centricity. His impact on eMobility and EV charging, along with his strong endorsement, solidified the Advisory Board’s opinion that he is an exceptional figure in product management.



Karen Ng
The Technical Strategist

Karen Ng is a standout product leader renowned for her impact on millions through innovative products. With broad experience across diverse organizations, her strategic vision and technical prowess set her apart as a winner in the **2023 PM Awards**, where she has been selected as “**The Technical Strategist.**”

Karen excels in creating disruptive products, notably leading a startup’s product from stealth mode to widespread adoption within a year. Her focus on solving real customer pain points, rather than just fulfilling requests, drives exceptional outcomes. **Blending AI/**

ML expertise with work on languages like C# and VB showcases Karen’s unique blend of technical depth and strategic thinking. Redesigning Android’s API and introducing a new UI toolkit at Google underscores her ability to envision and execute impactful changes.

Karen’s adaptable leadership shines through her boss’s endorsement, emphasizing her flexibility and forward-thinking approach. Her commitment to inclusive tech and nurturing innovative, collaborative environments underlines her positive cultural impact. Karen Ng, “The Technical Strategist,” excels in innovative leadership, technical depth, strategic thinking, adaptable leadership, and culture building. Her ability to address customer pain points and deliver value positions her as a top PM in 2023.



Lynne Minto
Champion of Innovation

Lynne Minto is an exemplary product management leader renowned for her impactful contributions in healthcare. Her client-centric innovation, partnership development, effective leadership, strategic communication, and mentorship set her apart as the winner of the **“Champion of Innovation”** prize in the **2023 PM Awards**.

Lynne excels in addressing customer pain points and launching successful solutions that advance healthcare administration. Her commitment to maintaining Facets’ relevance has led to **products benefiting over 80**

health plans and 165 million members. Furthermore, Lynne’s expertise in transforming vendor-client relationships into lasting partnerships has cultivated trust, advocacy, and industry growth. Additionally, Lynne’s leadership shines in nurturing product leaders through active listening, clear communication, and fostering alignment. And Lynne’s role in transitioning applications to run in a browser demonstrates her strategic communication and change management prowess, resulting in high adoption rates and satisfied clients.

Lynne Minto’s contributions to healthcare as a product management leader are exceptional. Her innovation, partnership development, leadership, and mentorship make it easy to understand why she is a winner of the 2023 Product Manager Awards. Her dedication to clients, excellence, and growth sets her apart as a remarkable leader in the industry.



Swetha Salunke
Ownership Mindset

Swetha Salunke embodies dedication, resilience, and continuous learning. She champions end-to-end ownership, customer advocacy, and her professional growth. That is why our Advisory Board chose her as the winner for the **“Ownership Mindset”** prize in the **2023 PM Awards**.

Swetha’s fearless approach to advocating for customers and solving complex problems has earned her a reputation as an effective product manager. Swetha’s ability to bridge technical intricacies and user needs

makes her invaluable. Swetha thrives on ambiguity and consistently drives impactful projects.

In Swetha’s words, **“Being a first generation college student, I have always embodied ownership. This led me to join a startup where I got to play multiple roles, understand how products are built, how value is perceived by different segments of customers, how to earn trust without authority, and how to set a product vision that was bought into.”**

Swetha Salunke’s journey from a first-generation college student to an impactful product manager is inspiring. Her dedication to ownership, customer advocacy, technical depth, and strategic thinking make her a strong representative of the 2023 Product Manager Awards.

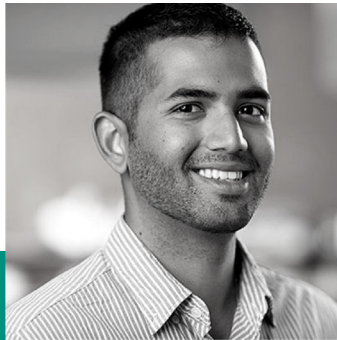
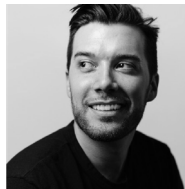
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Products That Count is the most influential Product Acceleration Platform in the world.

Empowers 500,000+ PMs via:

- 100+ events globally each year
- Thousands of videos, podcasts and articles online
- Best practices from Netflix product VP, Box CPO and more
- A focus on answering the question, “What makes a great product?”
- Its commitment to inclusion and increasing diversity in product



Products That Count helps 500,000+ product managers accelerate their careers. It engages >20% of all product professionals globally through highly-rated programs, such as an award-winning podcast show, curated executive roundtables, and coveted Product Awards. It partners with leading brands, including Capgemini, SoFi, Amplitude, Cisco and Teladoc, to accelerate the rise of product to the C-suite and transform product teams into a competitive advantage.

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