Catya Belfer

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PRINCIPAL PRODUCT MANAGER

PROFILE

Dynamic and results-driven Product Management executive with 20+ years of experience leading large-scale, high-impact technology initiatives across SaaS, FinTech, and EdTech environments. Recognized for transforming complex business challenges into scalable, profitable, and data-informed solutions. Combines business acumen with technical fluency to deliver measurable growth, customer value, and organizational alignment.

STRATEGIC VALUE ADD

Catya brings a rare blend of analytical precision, creative problem-solving, and leadership excellence. She builds high-performing teams that bridge business objectives with innovative product strategy—delivering measurable growth, operational efficiency, and exceptional user experience. Her leadership style emphasizes clarity, collaboration, and impact, making her a catalyst for scale and sustained success in enterprise product organizations.

CORE STRENGTHS

Strategic Product Vision & Execution	Data-Driven Decision Making & ROI Optimization
Product Lifecycle Leadership	AI & Automation Integration
Agile Transformation & Team Enablement	UX & Customer Experience Strategy
Executive Stakeholder Communication	Change Leadership & Continuous Improvement
Cross-Functional Collaboration	Mentorship & Talent Development

TECHNICAL STRENGTHS

Usability & User Testing using testing platforms, LaunchDarkly & Optimizely
SQL & Data Visualization (e.g., Quicksight, Tableau, Power BI, Looker/Data Studio)
Atlassian Suite (Jira, Jira Product Discovery, Confluence)
LMS (Canvas, Moodle, Blackboard) & CRM/ERP: Salesforce, HubSpot
AI & ML Integration, including Prompt Engineering & LLM Evals

CAREER ACHIEVEMENTS

Matter and Space, NH   Principal Product Mgr / Exec Prog Mgr   Nov 2023 - Oct 2025
AI-driven EdTech and wellbeing startup

- Scaled product from concept to market-ready pilot, integrating AI to create an adaptive learning platform.
- Partnered with engineering, design, and behavioral science teams to deliver a personalized, data-rich UX.
- Established roadmap and KPI framework to track engagement, retention, and business growth metrics.

Gerson Lehrman Group (GLG), TX   Senior Product Manager   2021 - 2023
Global expert insights network

- Defined and executed global product strategy aligning customer insights with enterprise delivery goals.
- Designed and launched a collaboration platform that improved NPS by 50pts and enhanced team productivity by increasing speed of delivery by 12%.
- Drove feature adoption and global rollout, supporting distributed client teams across multiple regions.

2U, Inc. - MD   Director, Platform Product Mgt   2019 - 2021
Online education and bootcamp platform

- Spearheaded product vision and delivery for full-stack learning technologies serving 250K+ learners.
- Increased learner engagement through Agile development and UX-driven content optimization.
- Built and mentored a cross-functional team fostering innovation, accountability, and business agility.

Cartera Commerce, Inc. - MA   Director Program Management   2014 - 2019
Loyalty and fintech solutions provider

- Delivered a financial rewards platform for a Fortune 500 client achieving 99.9% uptime and measurable ROI.
- Leveraged analytics and SQL to optimize campaign performance and strengthen partner profitability.
- Directed multi-team Agile delivery and managed stakeholder expectations across enterprise programs.

EARLIER WORK EXPERIENCE

- Chitika Inc. - Principal Project Manager (2011-2014)
- Monster.com - Senior Project Manager (2008-2011)
- Babson College - Sr. IT Project Manager (2005-2008)
- Bose Corporation - Project Manager (2003-2005)
- RNK Telecom - IT Project Manager (2001-2003)
- MITRE Corporation - Project Lead (1999-2001)

EDUCATION

- Babson F.W. Olin Graduate School of Business - Coursework toward MBA
- Simon's Rock College of Bard - Bachelor of Arts, Cum Laude (Social Sciences)

CERTIFICATIONS

- Project Management Professional (PMP) - PMI
- Professional Scrum Master I (PSM I) - Scrum.org
- Professional Product Owner I (PSPO I) - Scrum.org

AWARDS & RECOGNITION

- Creative Compass Award (2025)
- Team of the Month (2015)

- Get Sh*t Done Award (2013)
- Innovation Award (2008)
- Infrastructure Program Recognition (2002)

ADDITIONAL INFORMATION

- U.S. Citizen | Remote & Hybrid Work Ready
- Facilitation & Conflict Resolution, multiple clients (2005-2015)
- Chair, Library Board of Trustees (2022-2024)
- Technical Director, Cohousing Association of the U.S. (2007-2018)