

Sofia Lindgren

Group Product Manager

Group Product Manager with 11 years of product management experience, leading 6 product managers across a B2B SaaS field service suite with \$95M in annual recurring revenue. Runs experimentation with analytics and puts generative AI and automation where they save customers time. Hires and coaches product managers against clear quarterly goals.



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Experience

Group Product Manager

03/2022 - Present

Front Range Field Software

Denver, CO

B2B SaaS for 7,500 HVAC, plumbing and electrical contractors.

- Lead 6 product managers across scheduling, payments and mobile, owning a suite with \$95M ARR.
- Launched generative AI job notes that save technicians about 11 minutes on each of 2M yearly visits.
- Built an experimentation program with the analytics team, running 60 tests a year and lifting trial-to-paid 17%.
- Hired 4 product managers and set quarterly goals tied to net revenue retention, which reached 112% in 2025.

Senior Product Manager

01/2018 - 02/2022

Platte River Commerce

Denver, CO

Billing and payments SaaS for 3,000 service businesses.

- Shipped automation for invoice reminders that cut days sales outstanding by 6 days for 3,000 customers.
- Defined data quality rules for customer imports, reducing bad records by 60% in 6 months.
- Opened public APIs to 35 accounting partners, adding \$4M in annual revenue through partner referrals.
- Wrote SQL cohort analyses that moved the team's goals from sign-ups to 90-day retention, which rose 9 points.

Product Manager

06/2015 - 12/2017

Boulder Creek Labs

Boulder, CO

Mobile workforce app startup with 40 employees.

- Grew the mobile time tracking app from 200 to **2,400** paying companies in two and a half years.
- Ran 50 customer calls a year to set priorities for a 10-person engineering team and the founders.
- Released an offline mode used on 40% of field shifts within 2 months of launch.
- Set up the company's first analytics events, giving leadership weekly usage numbers for each feature.



Skills

Product Management

B2B SaaS

Generative AI

Automation

Experimentation

Analytics

SQL

APIs

Data Quality

Leadership



Education

Bachelor of Science

05/2015

University of Colorado
Boulder

Boulder, CO

Business Administration