Elena Petrova

Principal Product Manager

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SUMMARY

Principal Product Manager with 12 years of product management experience in B2B SaaS and fintech. Sets product strategy for a $60M accounts payable automation platform, using generative AI, APIs and AWS services to remove manual work for 4,000 customers. Known for product judgment in ambiguous problems and for growing senior product managers.

SKILLS

- **Product Management**
- **Product Strategy**
- **Generative AI**
- **APIs**
- **AWS**
- **SQL**
- **Automation**
- **Experimentation**
- **Technical Fluency**
- **Stakeholder Management**

EXPERIENCE

Principal Product Manager

01/2022 - Present

Hudson Ledger Systems

New York, NY

Accounts payable automation SaaS with 4,000 mid-market customers.

- Own product strategy for a **$60M** automation platform spanning 6 teams, 45 engineers and 4,000 customers.
- Launched generative AI invoice extraction on AWS, raising straight-through processing from 48% to 81%.
- Designed a partner APIs program with 22 ERP connectors that now drives 30% of new bookings each quarter.
- Lead quarterly experimentation reviews with data science, retiring 9 low-value features in 2025.

Senior Product Manager

04/2017 - 12/2021

Battery Park Payments

New York, NY

Card issuing and spend management platform for startups.

- Grew the card issuing product from launch to **$18M** in annual revenue in 4 years with 2,000 startup clients.
- Built automation for KYC reviews with compliance, cutting business onboarding time from 5 days to 1 day.
- Mentored 3 product managers in stakeholder management and specs, 2 of whom were promoted to senior roles.
- Wrote SQL reports on card spend data that shaped 2 new pricing plans and lifted revenue per client 15%.

Product Manager

06/2014 - 03/2017

Flatiron Media Technology

New York, NY

Ad technology company serving 300 publishers.

- Shipped a publisher reporting dashboard used by **300** sites each week to track ad revenue by page.
- Reduced report load times by 60% with engineering through technical fluency in data models and queries.
- Ran 20 publisher interviews a year to set roadmap priorities and wrote specs for each top request.
- Added header bidding support that raised average publisher ad revenue by 18%.

EDUCATION

Bachelor of Science

Stony Brook University

Computer Science

Stony Brook, NY

05/2014