



Kathleen Leski

Interactive Resume using AI:
kathyleski.com

PASSIONATE | FEARLESS | ENGAGING

kathy@kathyleski.com | (630) 956-1970 | www.linkedin.com/in/kathy-leski

Tech-savvy and forward-thinking product and customer success leader with substantial experience driving business optimization and client-focused product strategy across multiple verticals including content creation and regulatory compliance.

Product Strategy & Lifecycle Leadership • Customer Success & Retention • B2B/B2C/B2B2C SaaS • Product-Led Growth • P&L & Revenue Growth • Agile / Scrum / SAFe 6.0 • CX / UX / Journey Mapping • MarTech & Omnichannel Platforms • DAM / PIM / CMS / CRM / ERP • Adobe AEM / Workfront / Creative Cloud • AI & Product Innovation • Change Management • Global Team Leadership • Operational Excellence

SELECTED EXECUTIVE IMPACT

- **Product Leadership:** Established modern Product Management frameworks within two billion-dollar enterprises, improving technology investment, prioritization, and commercialization.
- **Customer Success & Relationships:** High success in developing relationships with clients resulting in stability and growth.
- **Growth & Commercialization:** Combined customer, market, and operational requirements to create scalable enterprise platforms that increased adoption, revenue, and operating efficiency.
- **Operational Transformation:** Delivered a 22% first-year EBITDA improvement across nine operations and sustained double-digit financial gains for five consecutive years.
- **Enterprise Sales:** Supported complex technology solutions to leading global retailers & brands, including a \$30M+ agreement.
- **Leadership & Talent:** Built high-performing organizations with less than 5% attrition and a 43% internal promotion rate. Continuous improvement, and calculated risk-taking.

PROFESSIONAL EXPERIENCE

HEAD OF PRODUCT & CUSTOMER SUCCESS | APROOVE INC. – B2B Software 10/2025 – Present

Responsible for creating a scalable framework for customer success and product development. Charged with improving customer relationships, especially the top 5.

- Rebuilt strategic relationships with key enterprise accounts, securing renewals and multi-year commitments with customers including RRD, Los Alamos National Laboratory (LANL), and Ricoh.
- Achieved 25% expansion within a major enterprise account through strategic engagement and identification of new growth opportunities. Set the stage for additional expansion of two additional clients once account was stabilized.
- Established measurable support KPIs and standardized recurring customer engagement practices across the organization.
- Partner with Sales on enterprise opportunities, bringing product, solution, and customer expertise into discovery and the sales process.

Major Client Impact: RRD, Los Alamos National Laboratory (LANL), Ricoh

SENIOR LEADER / CLIENT SOLUTIONS | OUTFORM 01/2024 – 10/2025

Was brought in to assist in winning the largest contract for the company and establish a focused product for go to market.

- Led discovery and solution design aligning digital capabilities with measurable business outcomes.
- Developed scalable engagement strategies to accelerate solution adoption and strengthen client relationships.

Major Client Impact: Dick's Sporting Goods, Budweiser, Foot Locker

SR. DIRECTOR / PRODUCT MANAGEMENT & INNOVATION | SGK INC 01/2019 – 01/2024

Responsible for product strategy and innovation across global SaaS platforms serving CPG, retail, and healthcare markets.

- Built and scaled Agile product teams delivering content workflow, DAM, and regulatory asset solutions.
- Supported \$50M+ in annual revenue through product innovation, enterprise adoption, and account retention.

Major Client Impact: Meijer, Albertsons, Ascensia, Johnson & Johnson, Coca-Cola, Procter & Gamble, Nike

EXEC DIRECTOR / PRODUCT MANAGEMENT | RR DONNELLEY

01/2012 – 01/2018

Established and led a new enterprise product team focused on marketing content creation, management, and automation.

- Led product strategy and implementation of the company's largest Adobe Experience Manager (AEM) deployment.
- Architected an integrated platform combining commercial technology and proprietary IP to manage image, copy, video, and 3D assets.
- Drove client co-innovation that helped secure a \$30M+ multi-year contract and supported \$100M+ in annual revenue.

Major Client Impact: Delta Air Lines, Ace Hardware, Chick-fil-A, Bass Pro Shops, The Home Depot

REGIONAL DIRECTOR / OPERATIONS | RR DONNELLEY – MARKETING SERVICES

01/2005 – 01/2012

Led nine globally distributed operations with 400+ employees and responsibility for a \$200M annual P&L.

- Increased EBITDA 22% in the first year through process optimization, technology, and automation.
- Sustained double-digit financial improvements for five consecutive years while strengthening service delivery and operational scalability.

Major Client Impact: Capital One, The Home Depot, Chick-fil-A, Ace Hardware, Bayer Diabetes

CENTRAL AREA MANAGER / OPERATIONS | RR DONNELLEY – MARKETING SERVICES

01/2001 – 01/2005

- Led operations across three production hubs, including photography and creative production capabilities.
- Introduced technology and process improvements that increased productivity, reporting visibility, and operational efficiency.

Major Client Impact: RadioShack, Walgreens, Bass Pro Shops

ADVISORY BOARDS

- **Richmond University** • *Customer Experience*
- **Washington University** • *Customer Experience*
- **Adobe** • *Adobe Experience Manager & Cloud*

CERTIFICATIONS

- **AI Product Certification** • *Product School*
- **AI for Product Management** • *Pendo*
- **SAFe 6.0 Agilist** • *Scaled Agile*
- **Scrum Master & Agile Leader** • *Six Sigma Global Institute*
- **Executive Leadership Program** • *Center for Creative Leadership*
- **Certified Solution Provider** • *GS1.org*
- **Change Leadership Certificate** • *Prosci: Leading Your Team Through Change*
- **Lean Six Sigma, 5S, Leadership** • *Internal training @ RRD. Sponsored 2- Black Belt projects*

EDUCATION

- **SUNY Buffalo** • *Engineering*