

# Arsenii Samoilo

## Senior Technical Program Manager

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### CAREER SUMMARY

Senior Technical Program Manager and Enterprise Portfolio Leader with 19+ years of experience leading enterprise-scale product, AI, growth, and governance portfolios across global technology organizations. Strategic partner to executive leadership, shaping portfolio priorities, operating models, and cross-functional execution to drive revenue growth, enterprise modernization, and risk-informed decision-making.

- Delivered \$50M+ in annualized revenue and scaled 2.6M+ net new customers through growth experimentation and monetization strategy.
- Expanded AI-enabled platform adoption to 60%+ user engagement across enterprise integrations.
- Transformed regulatory on-time closure to 96%+ and reduced overdue issues by 31% through enterprise governance redesign.
- Orchestrated multi-team portfolios with C-level visibility spanning product, engineering, compliance, and GTM organizations.

### PROFESSIONAL EXPERIENCE

Intuit | **Senior Technical Program Manager** | Mountain View, CA June 2025 - Present

- **Compliance Governance:** Architected enterprise regulatory issue lifecycle framework achieving 96%+ on-time closure and 31% backlog reduction.
- **Portfolio Alignment:** Aligned regulatory commitments with Product and Engineering roadmaps across multiple product areas, ensuring 100% adherence to hard regulatory deadlines and improving cross-functional delivery predictability by 30%.
- **Executive Reporting:** Leads structured escalation and executive reporting dashboards for CCO and VP leadership, reducing decision turnaround time on high-risk issues by 37% and eliminating ad hoc reporting cycles.
- **Data Analytics:** Standardizes aging and severity metrics to enhance CCO-level reporting, improve risk transparency, and reduce resolution time by 25%.
- **Risk Reduction:** Conducts trend and root-cause analysis across regulatory issues to identify recurring control gaps and risk concentration areas, reducing repeat issue categories by 20% and strengthening preventative controls across product teams.

Atlassian | **Senior Technical Program Manager (Compliance)** | Mountain View, CA May 2024 – June 2025

- **Growth Portfolio:** Orchestrated cross-product growth initiatives across Jira, Confluence, Expansion, and GTM platforms, leading 35 strategic experiments that drove 365K paid-enabled users and 61K first-time paid conversions.
- **AI Integration:** Scaled Atlassian Intelligence integration into Jira's Slack ecosystem, achieving 60%+ user adoption, with AI-generated tasks comprising 50% of Slack-created work items and earning 87% approval across 2.1K+ customer responses.
- **Experimentation Optimization:** Institutionalized advanced statistical frameworks (log transformation), reducing minimal detectable effect by ~1% and accelerating early-stage enrollment efficiency by 50–90%.
- **Ecosystem Growth:** Increased Confluence document engagement by 277% through Slack integration strategy, generating 13.2K new paid-enabled users per month.
- **Strategic Partnership:** Aligned Rovo integration with Google's Gemini LLM framework, expanding enterprise distribution and ecosystem visibility.

INTUIT | Mountain View, CA

January 2022 – May 2024

#### **Senior Technical Program Manager – Enterprise Bundles & Monetization**

- **Monetization Strategy:** Delivered \$57M+ in annualized revenue across bundling and targeted offer strategies spanning TurboTax and Credit Karma portfolios, driving 135% subscriber growth and 111% lifetime revenue lift.
- **Revenue Optimization:** Managed \$200M+ in annual discount allocation and executed high-impact pricing and promotional strategies with a 90% campaign win rate and 152 index-to-control performance.
- **Cross-Product Execution:** Directed multi-product execution across engineering, product, marketing, and analytics teams to scale monetization initiatives and drive predictable KPI-based outcomes.
- **Conversion Growth:** Improved customer conversion from 250K to 1M accounts, scaling revenue from \$550M to \$3.6B through integrated data and lifecycle optimization.

**Staff Technical Program Manager (TurboTax Growth Portfolio)** January 2022 - December 2022

- **Growth Strategy:** Increased funded accounts from 300K to 1.3M and revenue from \$3M to \$13M through experimentation-driven lifecycle strategy.
- **Data Modernization:** Architected enterprise data bridge, enabling 2.6M net new customers and \$10M+ incremental revenue.
- **Operational Automation:** Automated security key rotation and transitioned 100+ tax attributes to real-time publishing.

**ADOBE | Program Manager (M&A PMO)** | San Jose, CA

**March 2021 - December 2021**

- **Integration Governance:** Directed reconciliation track across 3 engineering teams within M&A PMO, enhancing customer financial compliance and integration stability
- **Stakeholder Alignment:** Partnered with product and executive stakeholders to align post-acquisition roadmap execution

**SALESFORCE | Program Manager IV (Einstein AI)** | San Francisco, CA

**July 2020 - March 2021**

- **AI Portfolio Leadership:** Directed 8 AI research and engineering teams across multi-cloud Einstein AI initiatives.
- **Compliance & Security:** Ensured ISO, SOC2, and HIPAA compliance readiness across AI platform deployments
- **Enterprise Integration:** Led enterprise CRM integrations and cross-cloud data migrations

**ROKU | Payments Program Manager (Roku Pay)** | San Jose, CA

**April 2019 - May 2020**

- **Program Governance:** Oversaw 26 cross-functional programs within Roku Pay
- **Partner Optimization:** Reduced inbound partner requests by 90%

**APPLE | Program Manager** | Cupertino, CA

**April 2018 - February 2019**

- **System Modernization:** Led forecast system transformation, reducing SAP migration time from 6 hours to 15 minutes.

**DAILY.JOBS | San Jose, CA**

**August 2013 - April 2018**

**Senior Technical Program Manager** (August 2016 – April 2018)

- **Platform Architecture & Scale:** Architected a candidate-matching platform scoring 65M candidates in under 10 seconds, enabling enterprise-grade search performance.
- **Growth Optimization:** Led A/B experimentation, improving user engagement by 35% across candidate and recruiter workflows.

**Technical Program Manager** (August 2013 – August 2016)

- **System Scalability:** Led scalable recruiting platform processing data across 50,000+ clients, reducing \$5M in annual operating costs.

**EDUCATION**

- **California State University, East Bay - Bachelor of Science in Business Administration** (Corporate Mgmt., Info Mgmt.)
- **Le Cordon Bleu, North America - Associate of Culinary Arts**

**PROFESSIONAL DEVELOPMENT & CONTINUING EDUCATION**

- **Software Product Management (SPM)<sup>®</sup> Certification**
- **Los Altos Computer School** (Quality Assurance and Computer Science)

**CERTIFICATIONS**

- **Project Management Professional (PMP) certification** – Project Management Institute (PMI)
- **Certified Software Product Management (SPM)<sup>®</sup>** - Product School, San Francisco
- **Certified Scrum Master** - Scrum Alliance, New York
- **Software Quality Assurance Certificate** - Los Altos Computer School, Los Altos

**AREAS OF EXPERTISE**

- |                                   |                                |                                |
|-----------------------------------|--------------------------------|--------------------------------|
| • Enterprise Portfolio Management | • Monetization Strategy        | • Applied AI & Automation      |
| • Cross-Functional Leadership     | • Regulatory & Risk Governance | • Bundling Strategy            |
| • Portfolio Management            | • Executive Risk Reporting     | • Operating Model Optimization |