

Sasha Mars

Product Strategy & Business Leader | Identity, AI & Global Scale

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EXECUTIVE SUMMARY

Visionary Product Management leader with over 20 years of experience driving product strategy, defining roadmaps, and delivering highly scalable systems. With deep expertise in Cloud Identity (IAM/CIAM), hybrid physical/digital ecosystems (IoT), and AI infrastructure, I build the engines that create market-winning products. Operating seamlessly in ambiguity, I lead cross-functional teams to translate complex technical infrastructure into seamless digital experiences that drive measurable commercial growth and secure massive total addressable markets.

AREAS OF EXPERTISE

Domain: Identity & Access (IAM/CIAM) | Hybrid Digital/Physical Systems (IoT) | Developer Experience (DevEx)

Strategy: 0-to-1 Platform Launches | Go-To-Market Execution | P&L; & Commercial Alignment

Leadership: Scaled Agile Frameworks (SAFe) | Cross-Functional Management | Technical PM Mentorship

PROFESSIONAL EXPERIENCE

Microsoft | Redmond, WA

04/2020 – Present

Senior Product Manager, Identity

- **Scope:** Manage a cross-functional team of 5 Product Managers as an Area Lead, utilizing a 'model, coach, care' framework to cultivate high performance and alignment across complex enterprise applications.
- **Strategy:** Evangelize and drive the adoption of SAFe methodologies to scale agile delivery practices, operating in ambiguity to build scalable systems for 10M+ global tenants.
- **Impact:** Spearheaded the 0-to-1 launch of an advanced authentication platform, successfully securing a **\$1B+ total addressable market (TAM)**.

Philips | Bothell, WA

11/2016 – 04/2020

Program Manager, IoT and Mobile Apps

- **Scope:** Owned the product proposition for Sonicare for Kids and connected smart brush handles, integrating IoT hardware with consumer-facing iOS and Android applications.
- **Strategy:** Led end-to-end GTM strategy for Lumify, a portable IoT ultrasound device, navigating global app store distribution, business planning, and external partnerships.
- **Impact:** Successfully delivered hybrid physical/digital systems to market, evangelizing SAFe methodologies to maintain a rapid cadence of continuous software delivery across a broad portfolio.

Illusiones | Bellevue, WA

07/2014 – 11/2016

Senior Program Manager

- **Scope:** Managed a diverse portfolio of 100+ digital projects.
- **Strategy:** Collaborated with design and engineering teams to optimize user experiences through advanced UX tuning and SEO integration.
- **Impact:** Successfully drove an **8% increase in annual revenue** across the portfolio.

Google | Bothell, WA

06/2012 – 06/2014

Data Analyst II

- **Scope:** Developed business strategies and go-to-market plans based on complex data analysis for highly scalable digital ecosystems.
- **Strategy:** Conducted rigorous concept testing and prototyping to translate massive volumes of data into clear product direction.
- **Impact:** Directly drove a **13% increase in engagement metrics** across targeted platforms.

ASTC | Kiev, UA

02/2002 – 02/2011

Principal Program Manager

- **Scope / Impact:** Managed and mentored a team of 10 Product Managers, establishing clear structures for product ownership and cross-functional collaboration on scalable platform infrastructure.

EDUCATION & CREDENTIALS

Boston University, Questrom School of Business — Master of Business Administration (MBA), *Candidate (2027)*

Focus: General Business

National Aerospace University — Master of Science (MSc) in Information Systems

Certifications: Agile Certified Practitioner (PMI-ACP) | PMP | Lean Practitioner