

Amanda Gall

Product Manager — SaaS Growth, Loyalty & Customer Engagement

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SUMMARY

Product manager and former marketing leader who builds SaaS products that help small businesses attract, engage, and retain their customers — most recently owning vision, strategy, and roadmap for a loyalty and payments portfolio serving 1,800+ merchants and \$1.5M+ in platform revenue. Comfortable creating clarity and momentum in ambiguous environments (six-plus acquisitions, one platform consolidation, one founder journey), with a bias to action: currently building an SMS-based customer engagement product that has reached paying customers. Known for aligning product, design, engineering, and external partners around a clear vision and an honest business case.

CORE STRENGTHS

Product Vision & Strategy · Growth & Lifecycle Marketing · Customer Discovery & Experimentation · APIs, Integrations & Partner Ecosystems · Business Cases & Pricing · Cross-Functional and Stakeholder Alignment

EXPERIENCE

Founder & Product Lead — Self Check-In

2025 – Present · Remote

- Founded and built an SMS-based customer engagement product end to end — product strategy, brand, UX, pricing, and go-to-market — reaching **first paying customers** within months of launch.
- Designed progressive SMS journeys (Twilio) that guide people through curated real-world experiences, validating engagement and retention loops with no app required.
- Run the full experiment loop: positioning, landing pages, channel tests, and customer interviews feeding directly into the roadmap.

Sr. Director of Product Management — Paystone

2025 · London, ON (remote)

- Retained following Paystone's (SaaS payments & loyalty) acquisition of Ackroo to lead product for the acquired suite — protecting client retention, platform stability, and roadmap delivery through the transition.
- Guided Paystone leadership and engineering through platform architecture, workflows, and a 1,800+ client ecosystem; ran sprints and prioritization throughout integration.

Director of Product Management → VP of Product — Ackroo

2023 – 2025 · Hamilton, ON

- Owned product vision, strategy, and roadmap across five loyalty, payments, and gift-card platforms that help **1,800+ merchants attract, engage, and retain customers** (\$1.5M+ platform revenue).
- Managed a **40+ integration ecosystem** across POS systems, payment processors, and partner platforms (Fiserv, Global Payments, Givex) — navigating shared ownership, dependencies, and partner trade-offs.
- Translated continuous discovery with merchants into roadmap priorities that simplified workflows and improved platform adoption across retail, hospitality, automotive, and petroleum.
- Built the business case for platform consolidation; merged three mobile apps into one unified application, improving usability and reducing internal support load.
- Established product KPIs tied to client retention, adoption, and operational efficiency; led cross-functional pricing strategy to improve profitability and cash-flow stability.
- Led a 15+ person cross-functional team (in-house and outsourced engineering, technical PM, product marketing) through acquisition integrations and platform stabilization.

Marketing Manager → Director of Marketing — Ackroo

2019 – 2022 · Hamilton, ON

- Led marketing for a multi-product SaaS portfolio: customer segmentation, personas, and lifecycle communications supporting retention and growth of \$1.5M+ in recurring revenue.
- Owned full-funnel digital — PPC, paid social, SEO, email, SMS, and landing pages — with reporting frameworks to test, measure, and optimize across channels.
- Defined KPIs with clients to tie marketing programs to measurable business outcomes; designed onboarding, expansion, and wind-down campaigns for client programs.
- Launched a self-serve online ordering portal enabling clients to order cards and marketing assets 24/7, reducing friction and internal workload.
- Owned post-acquisition marketing integration and go-to-market for 6+ acquired businesses; promoted to Director within one year.

EDUCATION & RECOGNITION

OCAD University — Bachelor of Design, Industrial Design (2011), Toronto, ON

Top Manager / Director / VP Award (2024) · Top Product Professional Award (2023) · Top Manager Award (2020) · 4× Innovation Week winner — Ackroo