


Elias Cohen

Product Manager

Details

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 (+52) 551-097-9706

 [Elias Cohen](#)

 iameliascohen.com

Product Management Skills

Roadmap Ownership & Prioritization Frameworks

Customer Research & Discovery

Metrics Definition & Success Tracking

Agile Methodologies

UI/UX

SQL & Data Analysis

Data Visualization & Reporting

Soft Skills

Cross-Functional Collaboration

Leadership & Team Alignment

Critical Thinking & Problem Solving

Creativity & Strategic Thinking

Languages

Spanish Native

English Fluent

Profile

Product Manager with 5+ years building scalable SaaS features and integrations. I turn customer insights into high-impact solutions, lead cross-functional teams toward clean, strategic delivery, and focus on trust and adoption through every product decision.

Professional Experience

Product Manager, BetterCloud

Dec 2023 - Present, Mexico City

- **Owned the strategy for automation actions**, moving from one-off requests to productized features that served the full customer base. This shift increased adoption, reduced engineering overhead, and created a scalable framework for future integrations.
- Improved **identity management** by launching universal login and refining user merge logic, helping admins work more securely and with fewer errors.
- Delivered **Precise Action-Level Error Reasoning**, giving customers clear skip explanations in workflows. This empowered self-resolution, reduced support tickets, and improved confidence in reporting.
- Spearheaded **AI-powered Admin Insights**, a reporting feature that lets IT teams use natural-language prompts to surface compliance, ROI, and adoption insights. Positioned BetterCloud as a strategic partner for IT and security teams.
- Built a **prioritization framework**, ran discovery sessions, and streamlined internal tools and workflows to accelerate delivery and improve collaboration across Product, Engineering, and Customer Success.

Product Manager, LeadGenius

Oct 2022 - Sep 2023, Mexico City

- Partnered with Design, Engineering, and Sales to quickly **prototype, validate, and launch new product ideas** in line with customer needs and business goals.
- Conducted **customer research and market analysis**, shaping strategy with actionable insights into pain points and opportunities.
- Led **end-to-end cross-functional execution**, managing projects from ideation through delivery.

More about my product journey at iameliascohen.com

Education

Computer Science, Universidad Iberoamericana

July 2019 - Dec 2022, Mexico City