



Serge Derby

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Professional Experience



Stella Connect by Medallia *(Acquired August 2021)*

Sr. Product Manager

May 2021–Present

New York, NY

Medallia is a leading Customer & Employee Experience SaaS product used by many of the Fortune 500 and was taken private by the private equity firm Thoma Bravo in August 2021.

- Led 4 product lines—Feedback, Coaching, Performance Management & Retail and drove Stella’s revenue to over 2x during my tenure.
- Proposed and delivered a new product line for Stella—Performance Management. Discovered a large need in the market, designed prototypes, validated hypotheses with clients and then worked with a range of internal stakeholders from design, research, product marketing and engineering to sales & finance to bring this entire new product line to market.
- Performance Management is still in Beta but has already generated Stella over \$500k in ARR.
- Worked closely with Design & Engineering to ideate, validate and ship game changing features as well as tracked & optimized feature usage and performance post-launch.



Stella Connect *(Acquired September 2020)*

Product Manager

November 2019–May 2021

New York, NY

Stella is a platform for front-line teams, primarily CX teams in contact centers, to view holistic performance, coach to opportunities and be recognized for their accomplishments. Stella was successfully acquired in September 2020 for \$100M by Medallia.

- Led the exploration of entering a new vertical (retail), conducted market research and Jobs-to-Be-Done user interviews in the field with existing clients, formulated a strategy, presented my findings to executive leadership, built buy in for a new product line and direction for Stella and went on to execute it.
- Led the redesign of the 1:1 coaching tool, increasing usage 16x. Led design, discovery, development and go-to-market coordination including creation of marketing collateral from best practice guides to animated marketing videos.



Zyp *(Acquired May 2019)*

Co-Founder and CPO

May 2015–May 2019

New York, NY

Zyp is an app-based, on-demand, area-specific cleaning service that provides cleaning services for as little as a single room for \$25.

- Co-founded and led all products across iOS, Android and web at Zyp through its acquisition in May 2019.
- Designed, strategized, price tested, and implemented recurring revenue model, which increased sales over 3x.
- Drove improvements in matching algorithm to 2x improvement and increased cleaner satisfaction to 90%.
- Created full-fidelity UI/UX designs, animations, prototypes and marketing materials using tools such as Sketch, Invision Studio and Apple Motion.
- Developed and managed an effective and efficient development lifecycle. Kept team on track in highly organized two-week sprint cycles, delivering product stories and maintaining strict budget requirements for each deliverable.
- Instituted customer-centric and data driven product development methodologies, allowing us to rapidly deploy our most requested features in each sprint cycle.

Education



Bentley University

Bachelors of Science | Economics-Finance Major & Entrepreneurship Minor

May 2015

Waltham, MA



Suffield Academy

High School

May 2011

Suffield, CT

Tech Stack

