

Nicole Sdao

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Software Product Manager | Product Strategy | Cross-function Collaborator

Career Profile

A proactive, impactful, and entrepreneurial Software Product Manager with 10+ years of success orchestrating product vision, launching data management platforms, and delivering innovative SaaS solutions through tailor-made user experiences. Growth-focused thought leader with expertise leading cross-functional teams, facilitating strategic partnerships, and pitching to investors to secure essential funding and expand brand awareness. Exceptionally dedicated professional who leverages robust interpersonal, communication, and organizational skills to drive collaboration and achieve product success.

Core Competencies

- Product Roadmap Planning
- Stakeholder Management
- Investor Relations
- Agile & Scrum Methodologies
- Customer Feedback
- Product Strategy
- Feature Prioritization
- Market Analysis
- User Research

Professional Experience

ALTRUIZE, FREEPORT, IL - 2020 TO PRESENT

FOUNDER/CEO

- Spearhead the creation and launch of the SaaS platform Altruize, configured for volunteer data management that delivers innovative SaaS solutions.
- Head cross-functional teams involving designers, developers, and marketers to deploy product vision; align team efforts in support of long-term strategies.
- Oversee the complete product lifecycle from ideation phase to launch phase, ensuring each iteration is informed by actionable user feedback.
- Perform customer discovery, collect market research, and organize user experience testing to improve product features; host product roadmap planning sessions.
- Forge and navigate strategic partnerships, craft pitches to investors, secure funding, and garner industry recognition; meet investment goals consistently.
- Cultivate deep comprehension of company's products and services, alongside customer needs, to execute informed decision-making about business growth.
- Ensure products and services are engaging with the right audience and generating revenue; outline target markets, devise pricing strategies, and build marketing campaigns.
- Handled the launch of a community based product during the COVID crisis. Craft budgets, develop forecasts, and handle cash flow; assess financial data and make educated decisions about fundraising and investments.

KEY ACHIEVEMENTS

- Key, strategic paying customers
- Secured \$410,000 in funding

NON-PROFIT THRIVE, BELOIT, WISCONSIN 2014 TO 2019

FOUNDER/CEO

- Devised a web-based platform to form connections and supervise nonprofit volunteers engaged in projects; united with key stakeholders to match product offerings with non-profit requirements.
- Directed platform development with new UI/UX improvements to drive engagement, streamline processes, and elevate overall platform experience.
- Fostered and maintained relationships with stakeholders and partners.

- Certified the organization's impact and conveyed performance insights to board and other key stakeholders; garnered an accountability-driven and high-performance work environment. Pivoted based on data.
- Reinforced organization's compliance with all federal and state regulations, with sufficient internal controls to operate in accordance with new or revised regulations.

PREVIOUS EXPERIENCE

FREEMPORT FAMILY CHIROPRACTIC & ACUPUNCTURE, 2000 | **CHIROPRACTOR / BUSINESS OWNER**

Education and Credentials

SOFTWARE PRODUCT MANAGEMENT, 2025; University of Alberta

DOCTOR OF CHIROPRACTIC, 1998; University of Health Sciences

BACHELOR OF SCIENCE IN BACTERIOLOGY, 1994; University of Wisconsin, Madison

Awards and Honors

- Hy-Vee Tech and Innovation Winner, 2023
- Tech-Prize Idea Winner, Racine, WI, 2021
- First Place, Wisconsin Technology Council Elevator Pitch Olympics, 2019
- Startup of the Year, Freeport Chamber of Commerce, 2018
- Dale Falkner Spirit of Entrepreneurship Award, 2015
- Published Research in Carcinogenesis and Cancer Research Journals

Professional Affiliations

- Board President, VOICES of Stephenson County
- Former President, Freeport Sunshine Rotary Club

Volunteerism

- Jaycees (Board Member) - Member of the Year
- Tri-County Christian School (Vice-President)
- Freeport Sunshine Rotary Club (Past President) - Rotarian of the Year
- Freeport Chamber of Commerce
- VOICES of Stephenson County (Board Member) - current board president

Additional Information

Technical Proficiencies: Windows, Google, Jira, Slack, Hubspot, Mindump

Interests: Weight training (competitive), swimming, golfing, camping, gardening, reading