

# Aya Gare

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Senior Product Manager with 9 years' experience in 0→1 launches, scaling SaaS platforms, and driving multi-million ARR growth.

## HIGHLIGHTS

**Launched** a 0→1 vertical into a multi-million-dollar revenue stream, serving 20K+ brands.

**Scaled** SaaS/email infrastructure to 300B+ annual payloads for 130K+ customers, supporting a \$9B IPO with 100% uptime.

**Improved** campaign performance with personalization systems, driving +10% open rates and +9.5% revenue growth.

## EXPERIENCE

### PortaPerch, Founder & Product Lead

Apr 2025 – Present | Consumer Hardware | Boston, MA

▲ Mission: Build an AI-integrated hardware company creating a smart pet care platform with defensible IP.

- **Identified** a deep market need through 40 user interviews, validating that key frustrations were not only mess tracking, but also odor control, aesthetics, and bulkiness.
- **Validated** product-market fit by uncovering that over half of cat owners would pay \$100 or more for a solution, with some willing to spend up to \$400 to solve their major pain points.
- **Led** product strategy and 0→1 prototyping using SolidWorks CAD for mechanical design and OpenAI-powered logic for behavioral triggers.
- **Created** pitch materials for investors, emphasizing defensible IP and behavioral data loops for future product ecosystem lock-in.

### StackAdapt, Product Manager

Jan 2024 – Apr 2025 | Advertising & Marketing Technology

▲ Mission: Launch a net-new email vertical within 1 year, extending a \$2.5B platform and driving multi-million ARR.

- **Launched** a 0→1 vertical, scaling the product to serve 20K+ brands and 1.5M+ campaigns/year, and generated a multi-million dollar ARR stream within the first year, while leading the delivery of 12 core features across 5 cross-functional pods.
- **Implemented** deliverability and compliance infrastructure (including SPF, DKIM, DMARC), resulting in a 95% inbox placement rate and <2% bounce rate, directly improving campaign performance and client ROI.
- **Built** a personalized template editor with merge tags for CDP-triggered flows (e.g., product recommendations, lifecycle), unlocking a 9.5% increase in annual revenue for brands that adopted coordinated messaging.
- **Migrated** 200+ clients from other ESPs by delivering HTML import and CAN-SPAM and CASL compliant footers, partnering with engineering and GTM teams to win share in a crowded market.
- **Partnered** with PMO and executive leadership to align Martech delivery across CDP, DCO, and backend pods, removing upstream blockers and accelerating GA by 3 months.
- **Created** cross-functional launch playbooks and training materials that enabled 50+ sales and CS reps to drive adoption, securing early lighthouse customers and accelerating revenue ramp.

### Klaviyo, Product Manager

Aug 2022 – Jan 2024 | Marketing Technology

▲ Mission: Scale backend delivery infrastructure to support IPO readiness and empower global brands to send high-volume campaigns.

- **Drove** roadmap alignment with customer insights from top senders, enabling a scaled ingestion of more than 0.5 petabytes and supporting 250B+ segmentation updates with low-latency rendering.
- **Shipped** key features like Pre-rendering and Smart Recipient Batching that removed delivery bottlenecks and improved rendering speeds, enabling 420M sends per hour and contributing to a 10% increase in open rates.
- **Released** a new Campaign Scheduling API with full UI and integration parity to support high-volume external senders and developer workflows, powering over 311B+ emails per year.
- **Prioritized** and scoped reliability features such as Campaign Journey Notifications and delivery anomaly alerts, preempting downstream orchestration issues for enterprise clients and maintaining 100% uptime during 800M+ peak sends.
- **Introduced** data observability tooling that empowered Customer Success teams with real-time delivery and segmentation insights, enabling proactive outreach to customers instead of reactive issue resolution.
- **Positioned** Klaviyo's email platform for IPO readiness by scaling delivery infrastructure to 311B+ annual emails with 100% uptime, improving open rates +10%, and supporting revenue growth from ~\$321M (H1 2023) toward a ~\$903M ARR run-rate by end-2024.

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## Medtronic, Software Engineer I & II

Oct 2019 – Apr 2022 | Surgical Robotics R&D

- ▲ Mission: Deliver the Hugo™ RAS robotic surgery platform for clinical launch with global regulatory approval.
  - **Served** as Scrum Master for distributed QA and software teams, improving sprint velocity and reducing validation bottlenecks to enable successful commercial launch and year-over-year doubling of procedure volume.
  - **Improved** a 98.5% trial success rate by developing Simulink-based fault injection tools to simulate edge-case failures and validate robotic subsystems.
  - **Reduced** device-caused complications to 0% during validation by partnering cross-functionally to debug reliability issues and de-risk critical subsystems in pre-market integration testing.
  - **Introduced** data analytics and system insights by building real-time telemetry dashboards in Python, enabling predictive alerts and anomaly detection in high-load scenarios.

## Medtronic, Quality Engineer II

Oct 2018 – Oct 2019 | Medical Device Manufacturing

Led cleanroom optimization using DMAIC and RCA, improving yield by \$8K/month, ensuring FDA, ISO, and EU MDR compliance.

## Newell Brands, Validation Engineer

Dec 2017 – Aug 2018 | Consumer Goods Manufacturing

Validated CAD/FEA and physical testing (ASTM, ISO, UL) across global product lines to support safety and go-to-market approval.

## Pratt & Whitney (Belcan Contract), Control Systems Engineer

Mar 2017 – Dec 2017 | Aerospace & Defense

Developed Simulink-based closed-loop engine simulations and test logic for DO-178B certification of flight control software.

## General Electric (Belcan Contract), Design & Structural Analysis Engineer

Oct 2016 – Apr 2017 | Energy & Power Systems

Modeled turbine blade fatigue and vibration using ANSYS/NX, automating CAD validation and refining component tolerances.

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# EDUCATION

**Northeastern University**, MS Coursework in Computer Science

**Florida Atlantic University**, BS in Mechanical Engineering (Tau Beta Pi Honors)