# Christina Petersen

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Product Manager - AI, Automation and Enterprise Systems

## PROFILE

Product manager shipping machine-learning products since 2017: Pardot Einstein, Crunchbase company discovery, and AAA Agentforce. I turn manual work into automated workflows: Lightning Kanban, 200+ Coinbase integrations, and quotes for 500+ AAA sellers that take 92% less time.

## PROFESSIONAL EXPERIENCE

### AAA (A3 Smart Home Security)

**Salesforce AI Product Manager, AAA** **12/2025 - Present**

*Converted to full-time at AAA from Beacon Hill contract | 07/2025 - 12/2025*

- Built a live Agentforce Smart Quote Agent for 500+ sales team members; it builds quotes with recommended products, cutting quote creation time by 92%. In inside sales, deals quoted through the agent averaged 23% higher sale prices than deals without it
- Own product strategy, roadmap, and delivery for Salesforce solutions spanning Sales, Marketing, Operations, Support, Finance, and Warehouse teams
- Lead the migration from CPQ to Revenue Cloud Advanced, simplifying the product catalog and supporting complex quote-to-cash workflows at scale

### Coinbase

**Senior Integrations Product Manager, Coinbase** **06/2020 - 06/2023**

*Converted to full-time at Coinbase from Capstone Technology Resources contract | 04/2020 - 06/2020*

*Enterprise Integrations, MuleSoft and Business Systems*

- Led 200+ API integrations across Workday, Salesforce, Greenhouse, Kyriba, and other internal systems; helped scale systems supporting about 100 new hires a week at peak
- Led the Kyriba treasury integration across finance, security, procurement, and three engineering teams; launched on schedule, automating reconciliation and replacing manual file uploads with near real-time cash visibility
- Rebuilt the LivePerson chat-to-Salesforce case-creation flow to scale support for critical customer cases during a company-wide code red, at the busiest point in Coinbase's history
- Built an intake process and project-health dashboard for 50+ active initiatives; grew the integrations team from 5 to 17 in three months and led three direct reports (two BAs and one TPM)

**Principal Product Manager (Consultant)**, Kforce **10/2023 - 12/2024**

*Arvest Bank: Loan Origination System Consolidation*

- Consolidated fragmented loan origination systems, cutting loan decisioning time by about 30% while meeting federal compliance requirements
- Established the product delivery methodology from zero: structured PRDs, UX/UI design reviews, and user research frameworks adopted to validate solutions

**GTM Systems Product Consultant (Freelance)**, Together.ai **07/2024 - 11/2024**

*Marketing Automation*

- Automated lead conversion, routing, and attribution in Salesforce, improving visibility and execution across the SQL and MQL pipeline

**Senior Product Manager**, Crunchbase **05/2019 - 10/2019**

*Crunchbase for Teams: 0-1 B2B SaaS Product Launch*

- Developed the product strategy for Crunchbase for Teams, a new 0-1 B2B product, and led it from competitive analysis and MVP definition through launch
- Launched the Similar Companies product using machine learning, helping users discover more relevant companies for sales and lead generation

**Senior IoT and AI Product Manager**, Salesforce **07/2013 - 05/2019**

*IoT Cloud, Pardot AI and B2B Marketing Cloud, Sales Cloud*

- Owned B2B Marketing Campaigns and shipped Pardot Einstein and Multi-touch Attribution for 40,000+ monthly active customers; worked on the ML roadmap with data scientists in Tel Aviv
- Defined the IoT Cloud roadmap for event-driven automation, integrating enterprise data and workflows; founded and chaired its Customer Advisory Board
- Partnered with Pricing and Packaging on Einstein for B2B Marketing, bringing customer evidence into bundle decisions and delivering the product and technical work behind the new SKU
- Shaped Lead and Opportunity workflows and launched Lightning Pipeline Board (Kanban), changing how sales teams manage their pipelines

## EDUCATION

Bachelor of Science, Business Information Systems - CSU Chico

## CERTIFICATIONS

- Pragmatic Marketing Certified, Level Three (PMC-III)
- Salesforce Certified Developer and Advanced Administrator
- SAP Certified - Business Foundation and Integration
- Data Governance and Stewardship, Institute for Certification of Computing Professionals (ICCP)

## HONORS AND LEADERSHIP

- Woman of the Year, Women in IT Awards Silicon Valley, 2018
- Vice President, Salesforce Women's Network: launched its first employee podcast and helped expand the network globally
- President, The Cathedral Building Owners Association (09/2024 - present): governance, financial oversight, and transparency improvements for a historic mixed-use building
- Co-Chair, Reimagining Public Safety Advisory Board, Oakland City Council (10/2020 - 04/2021)
- Dreamforce presenter, 2014-2018; live keynote demos for Sales Cloud, IoT and B2B Marketing; Salesforce World Tour presenter, US and Europe

## SKILLS

AI Product Strategy | Employee Experience | Agentic Workflows | Enterprise Platforms | Integrations and APIs | Governance and Compliance | Roadmap and Delivery | Cross-Functional Leadership