

Emily R. Denis

Principal Product Manager, AI Products

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SUMMARY

Principal Product Manager, eight years in data and AI products and the last three leading AI at Simon Data and then Monetate. I took over the combined AI portfolio when Monetate acquired Simon AI in July 2026: a conversational agent, a content agent, AI-generated datasets, and Monetate's MONET AI line. I stay close to the work, writing the requirements, sitting in on customer calls, and building a fair amount of the adoption reporting myself. I have also designed, built, and shipped three consumer apps on my own.

INDEPENDENT PRODUCT WORK

Three consumer apps designed, built, and shipped solo as PM, designer, and engineer. Case studies at emilydenis.com.

- **FitScript** (fitscript.emilydenis.com). An AI training coach. It reads your sleep, HRV, recovery, and race calendar from Oura, Strava, and Apple Health, then recommends one workout for the day and spells out the reasoning in your own numbers. You adjust the plan by telling the coach what is going on. Nothing ships unless a 25-scenario eval suite passes, and that suite caught a fever-related safety gap before launch. A deterministic engine takes over whenever the model is unavailable.
- **NapMap** ([App Store](https://www.apple.com/app-store)). Log a nap as it happens and the rest of the baby's day recalculates, on wake windows that adapt to the baby's age and actual rhythm. I built it for my daughter and kept it free on purpose. Six releases in the first two weeks after launch, every one of them from user feedback. It holds a 5.0 rating on the App Store.
- **HangEasy** (hangeasy.app). Group plans that die in the group chat. The organizer gets a two minute setup, guests RSVP in one tap with no app and no account, and I measured exactly one thing: whether the plan actually got confirmed.

EXPERIENCE

Monetate (acquired Simon AI, fka Simon Data, 2026)

December 2023 – Present

Principal Product Manager, AI Products · Remote

- When the acquisition closed in July 2026 I took over AI for both companies, adding the MONET AI personalization line to the Simon products I already owned: AI Chat, Content Agent, and AI-Generated Datasets.
- Built the adoption reporting for both AI agents myself, hands on in Claude Code. It tracks weekly active accounts and users, repeat-usage rate, how often AI output actually went live in a campaign, and a 0 to 100 account health score for the question that matters most: would this customer miss AI if we took it away?
- Ran the usage audits behind a CTO-sponsored Snowflake cost push and found roughly \$60k a month in savings. One change to refresh cadence stopped 20,000 redundant dataset runs a day.
- Wrote an eight-session curriculum that brings Monetate's technical customer success managers onto Simon AI, built around one realistic marketer use case that carries through every session.
- Cross-referenced renewal dates and ARR against AI usage to find the accounts worth a PM-led activation session, then ran them, including the launch demo for a major UK grocery and retail group. Picked up product relationships for accounts left uncovered after customer success turnover.
- Replaced a third-party survey tool with an in-app NPS program I built, and shipped an in-app release note feature the same way.

AI PRODUCTS SHIPPED

- **AI Chat.** Simon's conversational agent answers a marketer's questions against their own warehouse data and builds segments, flows, and draft journeys from a prompt. I shaped Projects, the shared team workspace, with private-by-default chats, admin-set AI context, and Connected Tools over MCP. Repeat usage has held at 58.7% over the last 90 days.
- **AI-Generated Datasets.** A prompt-to-dataset product producing product affinities, predicted intent, and behavioral scores that drop into segmentation and personalization like any other warehouse table. Work that used to wait weeks on a data team now takes minutes.
- **Content Agent.** Conversational content generation built directly into Simon's template and content block editors. Repeat usage is 50% over the last 90 days.

Simon Data

December 2020 – December 2023

Senior Product Manager, Identity · Remote

- Led end-to-end development of the no-code entity resolution and data transformation products that became the Customer360 foundation the AI products query today.
- Originated Identity Managed Services and helped stand up Simon's first professional services team around it. The offering drove roughly \$1.2M in revenue impact through GTM work on positioning, demos, and webinars.
- Launched Identity+, real-time de-anonymization that widened triggered-campaign reach by 25 to 33% and returned 7x on average for eCommerce clients.
- Led Match+, which lifted clients' paid media match rates by 50 to 80% and improved marketing spend efficiency by about 5%.
- Rebuilt client onboarding so account teams could get customers to a working identity model faster.

Simon Data

April 2020 – December 2020

Product Manager, Data Management · Remote

- Redesigned the dataset creation and editing workflow from client interviews and product analytics, and shipped a notification center spanning Slack, email, and in-app alerts.

LiquidSky (acquired by Walmart)

January 2019 – April 2020

Associate Product Manager · Hoboken, NJ

- Took the consumer beta signup site and the full registration flow from concept to launch, managing the outside UX and design agencies.
- Led GDPR and CCPA compliance work alongside Walmart's privacy team.

Walmart eCommerce

January 2018 – January 2019

Associate Program Manager, Walmart eBooks · Hoboken, NJ

- Launched the Walmart eBooks consumer platform with Rakuten Kobo, coordinating legal, PR, supply chain, finance, and customer support across Walmart eCommerce and Walmart Stores.
- Wrote the training materials and the support experience for retail and call center staff serving a mainstream consumer audience.

Earlier Experience

July 2015 – January 2018

- **Walmart eCommerce, Category Specialist, Books.** Ran onsite merchandising for 6.9M SKUs, built the Books taxonomy that added 5M searchable SKUs, and started the blog that became Walmart Book Club.
- **Jet.com, Associate Category Manager, Media.** Launched book boxes, a new category for the marketplace.
- **Penguin Random House, Digital Account Manager and Sales Assistant.** Managed Penguin Young Readers digital accounts with Apple, Google, and Kobo.

SKILLS

Product. Product strategy and roadmaps, AI/ML product development, post-acquisition product integration, adoption and success metrics, experimentation and A/B testing, user research, user acceptance testing, agile, technical writing

AI. LLM agents and conversational interfaces, eval suites for accuracy, safety, and brand alignment, model cost and latency and accuracy tradeoffs, structured outputs, prompt engineering, MCP servers, Claude Code, prototyping

Design and collaboration. Figma, Miro, UX/UI design principles, user story creation, curriculum and enablement design, GTM and content strategy

EDUCATION

Indiana University, Kelley School of Business . B.S. in Business, International Business and Marketing. Minor in French.

2011 – 2015

New York University . Summer Publishing Institute, Certificate in Publishing

2015