

ENDA GLACKEN

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SUMMARY

Senior Product Manager at Microsoft with 8+ years across growth, mobile, and AI products. Proven track record leading cross-functional teams of 20+ across engineering, data science, and design. Expert in product-led growth, A/B experimentation, and AI-powered product experiences — currently defining Copilot adoption strategy for commercial customers. Builds and ships AI products end-to-end outside work.

SKILLS

Growth Strategy & PLG · A/B Testing & Experimentation · AI/LLM Product Development & Evals · Funnel Optimisation · Freemium & Monetisation · User Research & UX · OKRs & Roadmapping · Cross-Functional Leadership · SQL & Data Analysis · Agile/Scrum

PROFESSIONAL EXPERIENCE

Senior Product Manager | Microsoft | Dublin · Sep 2020 – Present

- Define and execute Copilot AI adoption strategy for commercial customers (enterprise and SMB); leading a new initiative giving admins and AI adoption leads in-product training features they can enable for end users.
- Led the final phase of a multi-year freemium Microsoft 365 experiment — described by a CVP as “the biggest growth bet Microsoft has done in recent years” — managing a cross-functional team of ~20 engineers, 4 PMs, data scientists, and designers. Delivered an 8pt lift in engagement and communicated outcomes to senior leadership.
- Designed and executed growth experiments across activation, onboarding, and retention; SMB checkout and post-purchase onboarding work generated 10,000+ new annual subscription adds.
- Won a company hackathon with an AI-driven marketing tool suite; mentored 5 product managers and 3 interns.

Product Manager | Phorest Salon Software | Dublin · 2018 – Aug 2020

- Led the overhaul of the whitelabel mobile offering to a modern, automation-driven React Native stack — ultimately rewriting ~5,000 iOS and Android apps with a core team of five. Bookings through the new apps rose ~10%.
- Owned internal integrations (billing, support, analytics) and growth features including the customer-facing mobile apps.
- Conducted weekly in-salon customer research with prototypes; recognised as “an example to other PMs” for user research and UX collaboration. Presented product strategy at international industry events.

Founder | Bamboo Digital | Dublin · 2013 – 2018

- Ran a web development and product design business serving startups and SMBs — full ownership of client acquisition, scoping, delivery, and operations.
- Designed and built the frontend of Brightflag’s legal-tech product (later acquired for €400M); some of that design work remained in the product 7+ years on. Other clients: DogBuddy (acquired by Rover.com), MyWallSt, Phorest, and one of Ireland’s largest language schools.

English Language Teacher | Kobe, Japan · 2007 – 2011

PROJECTS

AI Career Checker — iOS app analysing AI’s impact on 186+ jobs, live on the App Store · **My Story Book Video** — generative video pipeline for personalised children’s stories, shipped behind an LLM evals harness · **businessfoundry.ai** — live AI business-validation product. More at endaglacken.com.

EDUCATION & CERTIFICATIONS

BA (Hons) Applied Languages (French & Japanese), Dublin City University — incl. one year studying in Japan. Reforge: Generative AI Strategy, Growth Series, Advanced Growth Series · Professional Scrum Product Owner I · Google Analytics.

LANGUAGES

English (native) · Japanese (conversational) · French