

GIESSEL RAZAVI

DIRECTOR OF PRODUCT MANAGEMENT · AI-READY PLATFORMS · AGENTIC WORKFLOWS · DEVELOPER EXPERIENCE · SDKS · ENTERPRISE SAAS

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PROFESSIONAL SUMMARY

Director of Product Management leading enterprise SaaS product portfolios, Core UI, Unified SDK, developer experience and owns product strategy, roadmap direction, investment priorities, PM mentorship, and cross-functional execution across identity, SDKs, hosted experiences, application UX, and developer ecosystems.

AI-forward product leader applying agentic workflows, MCP-based integrations and tools, AI-assisted development, and agent-friendly product patterns to improve how customers, developers, and internal teams build with enterprise software. Currently shaping Core UI and Unified SDK capabilities that support AI-assisted application development, including SDK skills for Android, iOS, and JavaScript, WebMCP and AG-UI experimentation.

CORE STRENGTHS

- Product Leadership** — Product Strategy · Portfolio Ownership · Roadmap Strategy · Executive Stakeholder Management · PM Mentorship
- AI & Platform Innovation** — AI Product Innovation · Agentic Workflows · MCP Integrations & Tools · WebMCP & Tool Building · AG-UI · AI-Ready Product Design
- Product Domains & Protocols** — Enterprise SaaS · Developer Experience · SDK Ecosystems · Core UI · Mobile & Web Applications · Authentication · OAuth · OIDC · SAML · WebAuthn · Accessibility · Localization · User Experience · CIAM · Workforce

PROFESSIONAL EXPERIENCE

Ping Identity

Director of Product Management

Jan 2024 – Present

- Lead product strategy for Core UI across Ping Advanced Identity Cloud and Unified SDK across Ping Advanced Identity Cloud and PingOne. Own roadmap direction, investment priorities, PM mentorship, and cross-functional execution across hosted authentication experiences, application UX, developer SDKs, AI-assisted developer workflows, and agent-friendly enterprise product experiences.
- Own Core UI strategy across hosted authentication pages, admin experiences, localization, accessibility, theming, branding, shared UI frameworks, and agent-friendly application patterns.
- Lead the Unified SDK portfolio across iOS, Android, Web, and React Native SDKs, Login Widget, orchestration modules, MFA, Passkeys, WebAuthn, device binding, transaction signing, PingOne Protect integrations, AI skills, and reference applications.
- Drive WebMCP strategy for Ping Advanced Identity Cloud's admin console, defining tool use cases, implementation standards, audit trails, human-in-the-loop patterns, and agent-friendly experiences that enable administrators to manage the platform through AI agents.
- Contributed to headless SDK strategy across Ping Advanced Identity Cloud and PingOne, using orchestration layers, SDK skills, reference applications, and agent-ready integration patterns to help customers build, extend, and automate identity experiences with AI agents.
- Contributed to MCP remote server capabilities with the SDK team, helping expose identity operations as agent-accessible tools for AI-assisted workflows.
- Drive AI-forward product initiatives that make enterprise applications and SDKs easier to build, extend, and operate with AI agents, including WebMCP, AG-UI, and agent-friendly Core UI patterns.
- Supported product direction for AI skills across Android, iOS, and JavaScript SDKs, helping position Ping SDKs for AI-assisted application development.
- Shape product requirements for secure agent and AI-assisted experiences, including delegated authorization, token exchange, identity context, and policy-driven access patterns.
- Apply hands-on expertise with Claude Code, Figma MCP, MCP-based workflows and tools, and AI-assisted design-to-code patterns to accelerate discovery, prototyping, and technical validation.
- Guide Product Managers across Core UI and Unified SDK, improving prioritization, roadmap alignment, and execution discipline across engineering, design, security, GTM, Customer Success, and Professional Services.
- Partner with Customer Success and Professional Services to identify systemic product gaps affecting enterprise adoption, customer experience, and retention, then translate insights into roadmap priorities.
- Reduced SDK integration time to under 5 minutes through streamlined SDK experiences, reference applications and AI skills for Android, iOS, and JavaScript, helping customers use AI tools and agents to build custom applications faster while preserving enterprise-grade security and extensibility.
- Contribute to executive QBRs and roadmap planning, influencing investment decisions across platform capabilities, developer experience, customer experience, and AI-forward product direction.

ForgeRock, Inc.

Nov 2021 – Jan 2024

Senior Product Manager

- › Owned identity and developer experience, and Core UI product lines, including SDKs, Login Widget, Authenticator App, hosted experiences, admin experiences, and native consoles.
- › Defined product vision, roadmap strategy, and execution priorities across SDK, Login Widget, Authenticator App, and Core UI portfolios.
- › Drove developer experience initiatives that helped ForgeRock earn top recognition for Developer Experience in consecutive Gartner evaluations.
- › Advanced SDK capabilities across iOS, Android, and web, improving compatibility, developer usability, integration quality, and support for modern and legacy environments.
- › Led product direction for hosted authentication experiences and Core UI improvements across Workforce, CIAM, admin consoles, native consoles, and end-user journeys.
- › Owned release governance across SDK and Core UI portfolios, coordinating engineering, QA, product marketing, and GTM teams to deliver predictable, high-quality launches.
- › Led accessibility improvements across ForgeRock UI surfaces, supporting WCAG alignment, VPAT creation, and broader organizational awareness.

Westgate Technology Corp.

Jul 2020 – Oct 2021

Senior Product Manager

- › Led product strategy and delivery for a SaaS-based device and sensor data management platform across web, mobile, cloud dashboards, gateways, dataloggers, and sensor integrations.
- › Defined product vision, roadmap, KPIs, and execution priorities across hardware, software, and data workflows.
- › Led delivery of desktop and mobile applications, two gateways, and three next-generation dataloggers.
- › Enabled real-time device visibility, location management, connectivity monitoring, sensor analytics, and performance visualization.
- › Partnered with engineering to deliver secure, scalable, and technically feasible product releases.

MSI, an ezCater Company

Dec 2009 – Apr 2020

Head of User Experience / Product Design

- › Directed UX strategy for enterprise SaaS ordering and operations platforms that processed 18M+ orders and supported \$3B+ in sales, contributing to 97% customer retention.
- › Led modernization of enterprise ordering, administration, reporting, and operational workflows.
- › Spearheaded responsive redesign of the Order Management Console, improving usability, workflow efficiency, and cross-device performance.
- › Used customer research, analytics, usability testing, and performance metrics to identify product opportunities and improve user workflows.
- › Managed and mentored UX/product team members, establishing design standards and improving cross-functional collaboration.

ADDITIONAL EXPERIENCE

Mitacs | UX Consultant / Product Designer — Led national portal redesign, increasing sign-ups by 30%.

Eatty App | UX Consultant / Product Designer — Led mobile app product design for personalized dining discovery; reduced MVP scope by 50% to accelerate launch.

Techwave Digital Solutions | Senior Product Manager — Led product strategy, design, and launch of digital products; increased engagement by 35% through optimization and A/B testing.

Agreement Express | Product Manager and Designer — Redesigned dashboards and workflows to improve usability, customer visibility, and adoption; helped reduce vendor churn to under 17%.

Earlier Experience: Ontrack Studios, Senior Digital Designer | Yng Online, Founder — delivered 50+ digital projects.

AWARDS & RECOGNITION

Ping Identity Extraordinary Award, 3x — Leadership and measurable impact on customers, team members, and organization.

Inclusive Leadership Series Selection — Selected by Ping ELT as one of 43 leaders across Ping and legacy ForgeRock.

MSI 10-Year Recognition — Long-term product, UX, and customer impact.

Webby Award, 2x — Excellence in digital product and UX design.

EDUCATION & LANGUAGES

Bisschop Bekkers College, Holland | Compucollege School of Business, Canada | British Columbia Institute of Technology, Canada

Languages: English, Dutch, Farsi, Turkish