

# Mike Mongeau

## HEAD OF PRODUCT

### THESIS

Every product instinct I have started in support — **11 years** of listening to people who were stuck. That empathy became the foundation: support into growth, safety into play, compliance into product. **19 years** building, scaling orgs, and shipping across every surface, from enterprise SaaS to consumer apps to compliance infrastructure.

### CONTACT

EMAIL  
mike@mikemongeau.com

PHONE  
763-234-9932

LINKEDIN  
linkedin.com/in/mikemongeau

WEB  
mikemongeau.com

LOCATION  
Seattle, WA

### HOW I WORK

- Product Strategy & Roadmapping
- Org Building & Team Leadership
- Cross-Functional Execution
- Go-to-Market Strategy
- AI + Human Intelligence Systems
- AI-Native Product Development
- Data-Driven Decision Making
- Growth & Monetization Loops
- Developer Experience (DX)
- 0→1 and Scale-Stage Product

### EDUCATION

#### Minnesota State University

Computer Information Systems

*Hired by Microsoft before completion*

### EXPERIENCE

#### Head of Product — k-ID

Sep 2025 — Present

*Leading and building the product, design, and research org at an early-stage startup scaling into an enterprise SaaS leader. Shipping the compliance infrastructure the internet is being forced to adopt, and making it good.*

- Drove **5x account graph growth** and **doubled MRR in 3 months** by scaling the Compliance Development Kit across **10+ major platform integrations**, serving over **28M+ age-appropriate accounts**
- Led **product strategy** that won **TIME Best Inventions 2025** and **Fast Company Next Big Thing in Tech**; Meta announced adoption of AgeKey standards in Q4
- Owned **go-to-market** and platform onboarding for **Snap, Discord, Twitch, Hasbro, Konami, Scopely, and Supercell** — establishing k-ID as the compliance layer major platforms build on
- Transformed **developer experience** by treating **integration-as-a-product** — golden paths, reference apps, living docs, reducing time-to-integrate and eliminating manual onboarding
- Introduced **AI-native product development workflows** using agentic tooling across the product org, collapsing cycle times and reinventing how the team specs, builds, and ships

#### Principal Product Lead — Xbox Family

Aug 2022 — Jul 2025

*Led a PM group and drove product strategy across console, PC, and mobile, each with distinct engineering teams, ship rooms, and release cadences. Shaped how millions of families play, stay safe, and stay together on Xbox.*

- Led and mentored a **PM group across 3 engineering teams** (Family Services, Family App, Identity), driving **product roadmap** and execution using **user research**, competitive analysis, and **behavioral analytics**
- Shaped a **\$32M+ ARR feature** via parent-approved subscriptions, aligning cross-org strategy across Legal, PR, Marketing, Business, and Engineering
- Boosted child account creation and parental consent by **+266%** and first-day sign-in by **+62%** through a **data-driven**, end-to-end onboarding redesign
- Shipped family safety and enablement features across **console, PC app, and mobile app** simultaneously, coordinating distinct certification processes, ship rooms, and release cycles
- Increased MAU by **+21% YoY** for the Xbox Family companion app, achieving a **4.2+ rating** by refining core user flows and improving cross-platform reliability

#### Senior Product Manager — Microsoft 365

Jun 2019 — Aug 2022

*Turned support into Microsoft's highest-performing growth engine. Built and led a team running AI + HI experiments to maximize SMB productivity, retention, and revenue.*

- Built and mentored a **team of 7** running experimental AI + HI powered customer experiences, from intelligent recommendations to proactive engagement workflows
- Grew paid seats by **1.3M** leveraging AI-driven recommendations, boosting adoption by **+15%** in treatment vs. control through structured A/B experimentation
- Designed and ran the **human-in-the-loop (HITL) evaluation program** for AI recommendations, building scorecards and quality benchmarks that continuously raised the bar on response quality and helpfulness
- Achieved **188.8 SSAT** (+3.1 YoY) and **96.3% CVR** (+0.9 YoY) — delivering the highest-performing Microsoft support program at scale across all product lines
- Designed a scalable customer insight system through deep codification of support cases, surfacing novel product insights that drove direct **M365 feature fixes** and improvements

#### Senior Program Manager — Windows

May 2017 — Jun 2019

*Bridged the gap between customer reality and Windows engineering. Built immersion programs, drove feature improvements through Feedback Hub and Insider signals, and operated as a de facto feature PM before holding the title.*

- Launched an org-wide **customer immersion program** — **90% of participants** discovered new insights for their features, **81% drove changes** to their product backlogs
- Drove feature-level improvements by channeling **Windows Insider** and **Feedback Hub** signals into engineering backlogs, acting as **product owner** for support-informed feature priorities
- Grew program adoption **+189% YoY** serving over **700 internal stakeholders**, from new hires to CVPs, becoming a core part of how Windows eng understood customers
- Developed **NPS (76)** and **NSAT (178)** measurement frameworks, using participant sentiment and **data-driven iteration** to continuously refine program strategy

## RECOGNITION

TIME Best Inventions 2025  
Fast Company Next Big Thing  
Key Talent Awards ×6  
Special Stock Awards ×6  
Great Performance ×3  
Community Award  
Gold Star Award  
Frontier Award

## REFERENCES

**Aakash Mandhar**  
CTO, k-ID  
aakash@k-id.com

**Jeremy Britten**  
Principal Eng. Manager, Microsoft  
jeremyb@microsoft.com

**Eva McSweeney**  
Senior UX Designer, Microsoft  
evamcsweeney@microsoft.com

**Brad Davis**  
Principal PM Lead, Microsoft  
brdavi@microsoft.com

**Dr. Anita Lam**  
Sr. Corporate Legal Counsel, Microsoft  
anilam@microsoft.com

## EXPERIENCE (CONTINUED)

### Support → PM Roles — Microsoft

2006 — 2017

Eleven years from frontline escalation engineer to product manager. Debugged custom code, managed cross-org teams, and turned support signals into product changes.

- Progressed from **support escalation engineer to product management across four product lines** — SharePoint, KIN, Windows Phone, and Windows
- Contributed to a **58% reduction in support incidents** by delivering monthly insights to engineering that drove direct OS, hardware, and self-help improvements
- Built and ran a **30+ person virtual team** across orgs to review monthly health measures, coordinate triage, and track cross-product risk for launches
- Debugged enterprise code (**XML, XSLT, JavaScript, SQL**) as a SharePoint escalation engineer; won **Hack SharePoint** for discovering an exploitable XSS vulnerability

## FOUNDER PROJECTS

### Squadly

BUILDING · 2026

A kid-first platform for safe community beyond IRL. Think "Discord for Kids."

- Created strategy and early prototype for a safe, age-appropriate LFG platform for young gamers
- Assembled a founding team across engineering, partnerships, and product strategy with advisors from top-tier tech
- Tackling a deep market gap: kids pushed out of or forced into adult spaces, turning an obvious need into something they actually deserve

### NewsReactor

SOLD · 2006

Bootstrapped a niche content aggregation platform for Usenet communities.

- Built and monetized to **15,000+ monthly visits** and **5,000+ community users**
- Negotiated and completed a successful exit — first proof I could build, grow, and sell

## IMPACT AT A GLANCE

