ASHLEY FURNEY

SENIOR PRODUCT MANAGER

Turning complexities into experiences that empower people

Senior Product Manager with 6+ years leading complex, scaled enterprise SaaS products from discovery through launch and adoption. Experienced translating customer insights, data, and business needs into intuitive experiences across products and workflows, partnering closely with Design and Engineering. AI-enabled product leader.

EXPERIENCE

Poppulo (Formerly Four Winds Interactive)

Senior Product Manager | 2020 — present

- Own product vision, strategy, and roadmap across a multi-product enterprise cloud platform spanning device management, analytics, content, reporting, and AI-enabled workflows.
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- Redesigned device monitoring experiences adopted by 87% of active monitoring users, improving access to actionable insights and simplifying complex device-health workflows.
- Scaled metadata-driven content targeting from 6,000 to 20,000 devices (+233%) and delivered capabilities supporting $679K+ ARR retention.
- Led a global AI hackathon team through an ambiguous 0→1 problem, using AI orchestration to reimagine an end-to-end workflow and reduce completion time by Scaled metadata-driven content targeting from 6,000 to 20,000 devices (+233%) and delivered capabilities supporting $679K+ ARR retention.

Visual Communications Manager | 2018 — 2020

- Designed enterprise visual communication experiences with a focus on hospitality, retail and healthcare
- Led customer discovery, solution design, onboarding, and adoption, translating complex needs into intuitive experiences.

State of Colorado

Program & Quality Improvement Leadership | 2012 — 2018

- Led statewide digital systems, reporting, and data-driven improvement initiatives, partnering across agencies to improve service delivery, access, and operational outcomes.

Bueno Bites

Founder & Product Lead | 2024 — present

- Built a consumer brand from concept through launch, owning product and brand strategy, customer experience, partnerships, and go-to-market while funding 650+ animal-welfare surgeries.

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COMPETENCIES

- Enterprise Product Strategy & Roadmapping
- Product Discovery & Customer Research
- Full Product Lifecycle Management
- UX & Information Architecture
- AI-Enabled Product Experiences
- Product Analytics & Experimentation
- Workflow Automation & Integrations
- Multi-Product Platforms
- SQL

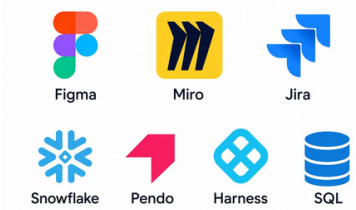
WHAT DRIVES ME

I'm happiest when I'm turning complex problems into simple, useful products. I love building from scratch, exploring new technology, and creating experiences that make people's work easier. I'm also a founder, animal advocate, traveler, and cold brew enthusiast.

EDUCATION

BA Psychology
University of Colorado at Boulder

TOOLS



Figma, Miro, Jira, Snowflake, Pendo, Harness, SQL

99.9%
Device status accuracy (from 80%)

85,000 +
Managed devices

87%
Monitoring feature adoption

$679K+
ARR retained in 2025