

# BETH GLENFIELD

PRODUCT LEADER | EX-DATADOG, PUPPET, BUDIBASE

UK +447887527878  
[hi@bethglenfield.com](mailto:hi@bethglenfield.com)

## INDUSTRY FOCUSES

DevOps and Developer Tooling  
B2B Enterprise SaaS  
Agentic AI  
Product Analytics and Data  
Visualisation

## SKILLS

Product strategy and vision setting  
Business focused technologist  
Collaborative stakeholder  
Venture capital scout and investor

## RESOURCES

- [Keynote: Datadog Continuous Testing launch](#)
- [Working in a DevOps Culture podcast](#)
- [Ada Ventures Angel Cohort Announcement](#)

## EXPERIENCE

### [Stow](#)

**Founder** // Sept 2024 – Present

Solo founder building the agentic integration layer for chat apps.

- **Solo developed MVP** in under 6 months using **Golang, Python** and **Next.js**, built on top of **AWS** and **Pinecone**.
- **>\$50K grants awarded** including acceptance onto Founder Labs, the leading Northern Ireland accelerator (<10% acceptance rate) and Royal Academy of Engineering.
- Waiting list of over **250 users** through organic marketing and use of existing network.

### [Budibase](#)

**Lead Product Manager** // March 2023 – March 2024

Budibase is the low-code application platform for enterprise IT teams to **make work flow**.

- Spearheaded product strategy formulation post **\$7M seed round**, aligning market insights, competitive analysis, and customer feedback to steer long-term growth.
- Enhanced **product-market fit** through proactive engagement with customers, conducting user research, and gathering feedback to inform product enhancements and optimizations.
- Orchestrated collaboration across departments, synthesizing stakeholder inputs from **Customers, Sales, Design, and Engineering** to set quarterly objectives, ensuring alignment with overarching business objectives.

### [Ada Ventures](#)

**Scout & Ada Angel** // December 2020 – Present

Investing in Northern Irish companies aligning to Ada Ventures [fund thesis](#), building relationships with startups and focusing on opportunities for local women founders

- Investing **5 x \$10K checks** in local startups in the region, educating local founders (particularly women) on funding opportunities and investor readiness
- Building relationships with **tech startups and founders**, as well as partner funds and investors to further develop the Ada network across Northern Ireland

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## EXPERIENCE CONTINUED

### [Women Who Code](#)

#### **Senior Director - Women Who Code** // October 2018 - March 2024

Women Who Code is on a mission to empower diverse women to excel in technology careers, with a network of ~350K women worldwide.

- Oversaw **200%** local network growth with major increase in engagement and satisfaction with members and sponsor companies.
- Increased donations to the Women Who Code Belfast network by **300%**.
- Built relationships with local and international companies and their core DE&I teams working on programs and initiatives that can be used across organisations internally.

### [Datadog](#)

#### **Product Manager II (Based in Paris)** // July 2021 - March 2023

Datadog is the leading monitoring and security platform for cloud applications, with a market cap of ~\$22B

- Launched Datadog's unified testing platform solution, [Continuous Testing](#), after leading the product from ideation to delivery. Estimated ARR **\$5M**
- Grew user base prior to launch by **35%** (from Jan 2022) through key integrations and an adapted GTM strategy (collaborations with established marketplaces, focusing where users are spending their most time - in code)
- Execute new and cross-product initiatives based on customer feedback and market analysis, reducing feature requests by **30%**

### [Puppet](#)

#### **Product Manager** // December 2020 - July 2021

#### **Software Engineer** // July 2015 - December 2020

Puppet technology empowers people through infrastructure automation. Pre-acquisition valuation of **\$700M**

- Lead the core platform product, centralizing internal and external stakeholder feedback in order to increase momentum by **30%** (based on team velocity)
- Data-driven approach in order to prioritize roadmaps, using customer analytics data and alignment with wider company vision to become **cloud-centric**.
- Cross-functional collaboration with UX and engineering across the entire product portfolio as a leader in the **DevOps space**.

## REFERENCES

Available upon request