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Dear Flowbase team,

Flowbase's premise that integrations determine retention matches my recent results in platform product management, where driving integration adoption directly cut account churn by 60%.

At Invoicely, I owned the API and integrations platform supporting 40% of ARR. Redesigning the partner onboarding flow dropped integration time-to-live from six weeks to nine days and lifted account adoption from 23% to 51%. Prior to that, I managed carrier integrations handling three million monthly shipments at Shippr, giving me direct exposure to logistics workflows and technical edge cases.

My immediate focus at Flowbase would be auditing the partner integration pipeline to remove friction and shorten the path to initial customer activation.

Best,
Priya Nair