RACHEL EATON

Director of Product Management

✉ hi@racheleaton.com 📞 (919) 771-4741 📍 North Carolina, USA in racheleaton.com

Innovative and results-driven product management leader with a decade of experience owning the development of B2B SaaS solutions. Adept at leading high-performing teams and spearheading strategic initiatives. Demonstrated expertise in industries such as e-commerce, healthcare, education, and open source software. Proven ability to develop and implement cutting-edge product roadmaps, drive cross-functional collaboration, and deliver exceptional user experiences.

SKILLS

Product Management

Product Strategy

People Management

Leadership

User Experience

Agile Methodologies

Process Improvement

Product Analytics

Data Analysis

CERTS

- Pragmatic Certified Product Manager
- Udacity Product Manager Nanodegree Program Graduate
- Scrum Alliance A-CSPO, CSPO, and CSM
- AWS Certified Cloud Practitioner
- Google Analytics Certification
- Tech Talent South Ruby on Rails Code Immersion Program Graduate

EDUCATION

B.S.

Textile Engineering: Info Systems

North Carolina State University

📅 August 2010 - December 2013

📍 Raleigh, NC

WORK EXPERIENCE

Corevist

Director and Head of Product and Engineering

MARCH 2023 - PRESENT

- Shapes company and Product Engineering department's vision, values, focus areas, objectives, strategies, plans, and KPIs as a key management team member alongside other department heads.
- Manages 12-person engineering and product management department.
- Supervises UX design consultancy's comprehensive product design system overhaul.
- Develops and delivers on quarterly and annual strategic roadmaps, directing flagship B2B e-commerce solution.
- Performs competitive and market analysis to identify areas of innovation and presents options to the board of directors.
- Negotiates with vendors and identifies technology partnership opportunities.
- Creates and maintains departmental budget.

Senior Manager, Product Management

AUGUST 2022 - MARCH 2023

- Promoted to the management team.

Manager, Product Management

APRIL 2021 - AUGUST 2022

- Hired, mentored, and directed professional development of an Associate Product Manager.
- Launched React-based B2B SAP-integrated e-commerce platform.
- Transformed company processes by implementing capacity planning, defect prioritization, and release notes for the Product Engineering department.

- Prioritized feature requests and defects, supported engineering efforts needed for new client implementations, and implemented UserVoice to capture user feedback.
- Spearheaded analytics-driven initiatives, including reducing frustration events as measured by FullStory by 54% and completed the Universal Analytics to Google Analytics 4 (GA4) migration.
- Partnered with UX consultants to design mockups and prototypes to validate that solutions solve customer needs.
- Facilitated scrum ceremonies for 11-person engineering squad, including daily scrum (standup), backlog refinement, sprint planning, sprint retrospective, and company-wide sprint review.

Relias

Senior Product Manager

OCTOBER 2019 - MARCH 2021

- Oversaw product discovery as the Product Management team lead for flagship B2B SaaS education product for the healthcare industry, the Relias Learning Management System (LMS), with 1.2M MAU.
- Orchestrated multi-team engineering effort to facilitate the Defense Health Agency's migration from a legacy platform to the Relias LMS, representing $4.3M ARR.
- Lead Product Management team's process improvement efforts and formalized the customer interview, beta, feature flag, release notes, and Design Sprint processes.

Red Hat

Product Owner

MAY 2017 - OCTOBER 2019

- Produced the vision and roadmap for a redesigned internal marketing request and integration platform called the Marketing Operations Hub (MO-Hub).
- Designed UX mockups using the open source PatternFly design system in Sketch.

Brightly Software

Product Manager

SEPTEMBER 2014 - MAY 2017

- Managed the third-party development of CrisisManager and Safety Center, a safety mobile app and SaaS administration portal for creating electronic crisis plans.
- Released mobile applications in iTunes Connect, Google Play Developer Console, and Amazon Developer Console.

Railinc

Business Analyst

JANUARY 2014 - JUNE 2014

- Established the vision and product backlog for the freight rail Customer Identification File (CIF), a central repository of North American freight rail customer data.