

Rachel Eaton

PRODUCT MANAGEMENT LEADER

919-771-4741 | hi@racheleaton.com | Apex, NC | [linkedin.com/in/raceaton/](https://www.linkedin.com/in/raceaton/)

PROFESSIONAL SUMMARY

Product leader with a decade of experience shaping strategy, defining product portfolios, and driving cross-functional execution across B2B SaaS. Expert at transforming ambiguous problem spaces into scalable solutions by aligning Engineering, Sales, Marketing, Customer Success, and Legal around a unified product vision. Known for operational rigor, data-driven decision-making, and strengthening product organizations through clear processes, strategic roadmapping, and high-impact enablement. Proven track record of accelerating ARR growth, improving adoption, and elevating team performance across fast-moving environments.

AREAS OF EXPERTISE

PRODUCT LEADERSHIP	Product Strategy, Portfolio Definition, Roadmapping, Stakeholder Alignment, Executive Communication
DELIVERY & EXECUTION	Agile Methodologies, Program Management, Cross-Functional Leadership, Prioritization
CUSTOMER & MARKET INSIGHT	User Research, Competitive Analysis, Data-Driven Decision Making
PROCESS & ORGANIZATIONAL SCALE	Team Facilitation, Process Improvement, Release Management
TECHNICAL DOMAINS	B2B SaaS, Analytics Platforms, Cloud Infrastructure, AI/ML Concepts
TECHNICAL SKILLS	Jira, Asana, Productboard, Salesforce, FullStory, Google Analytics, Google Tag Manager, Pendo, Figma, Canva, Confluence, AWS, Zapier, ChatGPT / GenAI tools

CERTIFICATIONS

Project Management Professional (PMP)®, Project Management Institute | 2024
Certified ScrumMaster® (CSM), Scrum Alliance | 2019
Advanced Certified Scrum Product Owner (A-CSPO), Scrum Alliance | 2023
Certified Scrum Product Owner (CSPO), Scrum Alliance | 2016
Pragmatic Certified Product Manager, Pragmatic Institute | 2020
AWS Certified Cloud Practitioner, Amazon | 2023

PROFESSIONAL EXPERIENCE

SENIOR PRODUCT MANAGER, Zebra Technologies | Remote November 2024 – Present

Global leader in enterprise hardware, software, and automation solutions best known for its Android mobile computers. Serve as Senior Product Manager for the VisibilityIQ Foresight analytics portfolio, driving roadmap execution, product strategy, and alignment across Engineering, CS, Sales, Marketing, and Legal. Lead the rollout of new analytics capabilities, establish product definitions and documentation, and strengthen internal and external enablement to support sales clarity and partner readiness.

- **Introduced new analytics capabilities** within the VisibilityIQ Foresight portfolio, including Personal Shopper Insights and Wireless Insights.
- **Formalized the VisibilityIQ service description** in collaboration with Legal, establishing clear product scope and compliance boundaries.
- **Produced targeted internal and external enablement materials** that improved sales, partner, and SE understanding of product value and positioning.
- **Operationalized Pendo** to support event-level analytics and inform data-driven product decisions.
- **Synchronized sales collateral and messaging** with Zebra's updated brand standards through close partnership with Marketing.

DIRECTOR OF PRODUCT AND ENGINEERING (DEPARTMENT HEAD)
SENIOR MANAGER, PRODUCT AND ENGINEERING, Corevist | Remote

April 2021 – September 2023

B2B software company that provides SAP-integrated eCommerce solutions to manufacturers and distributors. Promoted to Senior Manager and Director positions, shaping the vision, values, focus areas, KPIs, and objectives for both the company and the Product Engineering department. Reporting directly to the CEO, led, coached, and mentored a team of 12 across Product Management and Engineering. Managed the annual departmental budget and developed quarterly and annual plans, including KPIs and roadmaps. Additionally, negotiated with vendors to secure favorable outcomes and identified technology partnership opportunities.

- **Generated \$1.5M in annual recurring revenue (ARR)** by leading the initial product launch and instilling the ongoing product vision/strategy for the flagship B2B, SAP-integrated e-commerce platform.
- **Delivered 91% of the Q1-Q3 2023 roadmap features on time and on budget in the midst of unexpected resource constraints.**
- **Identified areas of innovation and presented options to the Board of Directors (including VC investors) following detailed competitive and market analysis.**
- **Reduced frustration events by 54% through leading analytics-driven initiatives, as well as completing the Universal-to-Google Analytics 4 (GA4) migration.**
- **Drove a full-scale transformation of company processes** by implementing capacity planning, defect prioritization, and the use of release notes for the Product and Engineering department.
- **Built the product roadmap and consistently prioritized user stories in the product backlog** by gathering customer feedback and collaborating cross-functionally.

SENIOR PRODUCT MANAGER, Relias | Morrisville, NC

October 2019 – March 2021

Leading provider of education, training, and workforce enablement solutions for human services and healthcare organizations. Served as team lead for the Product Management team and spearheaded process improvement efforts, including formalizing the processes for customer interviews, betas, feature flags, release notes, and Design Sprints.

- **Contributed significantly to reaching 1.2M Monthly Active Users (MAU)** by overseeing Product Discovery as the Product Management Team Lead for the flagship B2B SaaS education product for the healthcare industry, the Relias Learning Management System (LMS).
- **Paved the way for achieving \$4.3M ARR** by planning and orchestrating a multi-team engineering effort to enable the Defense Health Agency's migration from a legacy platform to the Relias LMS.

PRODUCT OWNER, Red Hat | Raleigh, NC

May 2017 – October 2019

Billion-dollar producer of open-source software (currently an independent subsidiary of IBM). Managed groups of stakeholders with conflicting interests and agendas, along with overseeing multiple projects concurrently. Designed UX mockups and prototypes using open-source PatternFly design system in Sketch.

- **Built the vision and roadmap for the Marketing Operations Hub (MO HUB)** – a redesigned, Salesforce-integrated internal marketing request and integration platform.

PRODUCT MANAGER, Brightly Software (formerly Dude Solutions) | Cary, NC

September 2014 – May 2017

Global leader of B2B asset management solutions (currently a subsidiary of Siemens). Managed the 3rd-party development of desktop and mobile apps CrisisManager and Safety Center. Released mobile apps in iTunes Connect (iOS), Google Play Developer Console (Android), and Amazon Developer Console.

BUSINESS ANALYST, Railinc | Cary, NC

January 2014 – June 2014

The railroad industry's resource for technology solutions. Established the vision and product backlog for the freight rail Customer Identification File (CIF), a central repository of North American freight rail customer data.

----- EDUCATION -----

B.Sc. Textile Engineering: Information Systems, North Carolina State University | Raleigh, NC | 2010 – 2013