

MELANIE NORTON



melanienorton.com



melaniehopenorton@gmail.com



401.261.9291

EXPERIENCE

2022-2023

CHIEF PRODUCT OFFICER | KOALA (B2B2C SAAS)

- Directed cross-discipline Product Organization including Product Management, Product Design and Data & Analytics.
- Maintained pulse on competitive landscape to inform product vision and strategy.
- Organized data sharing program with API partners to improve effectiveness of cross-platform integration.
- Built cross-discipline processes with Sales, Marketing and Customer Success to optimize inbound customer feedback and outbound product communication.
- Established a “product-led” culture that permeated all lines of business.
- Ran quarterly workshops with executive team to review business- and product strategy, P&L, and company initiatives
- Worked directly with Enterprise customers, key platform partners and executive leadership to manage complex projects and esoteric problems.

2020-2022

DIRECTOR OF PRODUCT MANAGEMENT | KOALA (B2B2C SAAS)

- Drove conception and strategy of 4 new 0-1 platforms to support growth in key markets, including product-market fit, vision, development, and GTM strategy
- Implemented transition from a sales-driven roadmap to an objective- and insights- driven prioritization structure
- Oversaw roadmapping across 3+ pods, setting KPIs and using customer insights and data analysis to guide decision making and fuel growth.
- Managed product team, creating leveling frameworks and growth plans
- Developed product development lifecycle process from ideation through launch and retirement that fostered collaboration and propelled team velocity by 15%.

2018-2020

SENIOR PRODUCT MANAGER | KOALA (B2B2C SAAS)

- Grew 3 user-centric products across Web & iOS resulting in 50% YoY growth.
- Supported definition and implementation of a product recommendation AI machine learning model resulting in an increase in average order size by 3-5%.
- Conducted continuous discovery to identify trends in our data and the competitive landscape to optimize usability.
- Automated sales & deployment workflows, reducing the time to get a new customer live from 12 weeks to 4 weeks.

2016-2018

SENIOR PRODUCT MANAGER | BEYOND

- Led full product lifecycle for a suite of 0-1 Google products including vision, strategy, development and validation.
- Worked collaboratively across disciplines and with senior stakeholders to develop cohesive requirements and communicate initiative status.
- Agile coach driving development and iteration of studio processes and methodologies

2012-2016

PROJECT MANAGER | VARIOUS ROLES

More information on request

EDUCATION

2008-2012

FORDHAM UNIVERSITY

Bachelor of Arts; Art History & Business Administration | GPA: 3.55