

Lisa DeMuis

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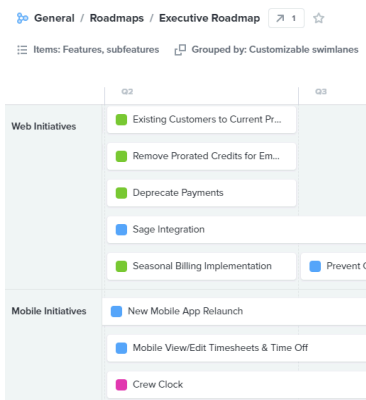
I'm a strategic Product Manager with 10+ years of experience delivering data-driven products. I'm passionate about customer insights, cross-functional processes, and creating work environments built on trust and empowerment.

Career Overview

- Current: Lead Product Manager leveraging formulaic processes to validate ClockShark roadmap opportunities based on OKRs (Objective Key Results) and ROI (Return on Investment) for Web and Mobile
- Current: Leading the planning, execution, and relaunch strategy for a Mobile replatform and Legacy sunset
- Worked with Founders and Executives to define product direction in roles at RevZilla and Comcast Business
- Experience on B2C and B2B SaaS products for web and mobile, includes 4 zero-to-one product launches
- Leveraged analytics to obtain a 9% increase in RevZilla checkout conversion and 20% increase in total site conversion

ClockShark Roadmap

Senior Product Manager



Product Strategy & Long-term Planning

Strategic planning requires consistent feature validation that reports on projected user impact in order to provide insight on business value.

Approaches

ROI feature assessments, Qualitative & Quantitative data analysis, Market & Audience research, Leadership, Design & Engineering collaboration

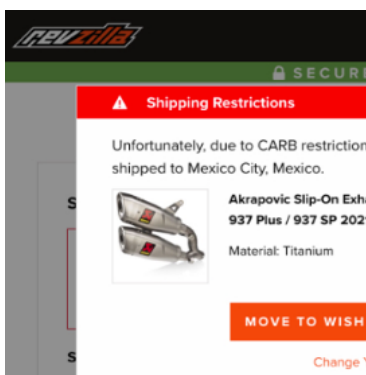
Outcomes

- A rolling 12mo product roadmap planned at least 2 quarters in advanced
- Proven or projected business value and strategies for measuring success
- 35+ new initiatives validated with ROI for planning opportunities and 5+ initiatives implemented in the last 2yrs

Data-driven Solutions

& Results

Lead Product Owner & Lead UX (strategy+delivery)



Problem Identification & Analytics Research

Post a replatform and relaunch, checkout conversion was down a total of 6%, 3% lower than originally projected for the first 30 days.

Approaches

Data collection and analysis (Google Analytics), Feature implementation

Outcomes

- Conversion back to baseline in 30 days, up 3% in 60 days (9% total increase)
 - Identified issues at Shipping step for International customers
 - Implemented a feature to enable automatic and manual cart adjustments during checkout for items with restrictions based on shipping address/region