

# Rachel Eaton

## PRODUCT MANAGEMENT LEADER

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### ----- PROFESSIONAL SUMMARY -----

Over 10 years of experience in driving the development of B2B SaaS solutions, including Director and Senior Manager positions. Strong background in leading and coaching top-talent Product Management and Engineering teams responsible for the entire product lifecycle. Career-long record of impactful contributions to revenue/ARR, MAU, market penetration, and customer success goals. Multiple certifications, including PMP and CSM.

### ----- PROFESSIONAL EXPERIENCE -----

**CHIEF CONSULTANT**, Next Peak Labs | Apex, NC

June 2023 – Present

*Information technology consultancy that helps small businesses with branding and web design, technology solution procurement, and business process automation solutions. Founded the firm and serve as a primary consultant to client companies regarding marketing and technology needs. Manage the full cycle of engagements, from requirements gathering to ongoing relationship management.*

- **Implemented a new instance of HubSpot CRM** for a digital marketing agency. Responsible for mass data imports, integrations, and sales cycle process setup.
- **Automated business processes across multiple systems**, including Google Drive, Slack, HubSpot, Teamwork, PandaDoc, and email by creating workflows (“Zaps”) through the use of Zapier.
- **Launched a new brand and web presence** for a professional home organization company using Canva, Adobe Illustrator, Midjourney, and Wix.
- **Optimized contractor onboarding and offboarding processes** for an organization with high contractor turnover using Asana and Google Workspace.

**DIRECTOR OF PRODUCT AND ENGINEERING (DEPARTMENT HEAD)**

April 2021 – September 2023

**SENIOR MANAGER, PRODUCT AND ENGINEERING**, Corevist | Durham, NC

*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 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.
- **Planned and led the development of a unified UX design system** through an external consultancy.
- **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.
- **Prioritized the product backlog** consistently with user stories with detailed acceptance criteria in Jira.

**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 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 Connec (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.

----- AREAS OF EXPERTISE -----

**PROFESSIONAL SKILLS** Product Management | People Management | Product Strategy | Program Management | Product Roadmapping | Stakeholder Management | Agile Methodologies (Scrum and Kanban) | Relationship Building | User Experience (UX) | Data Analytics | Process Improvement | Prompt Engineering | Business Strategy | Product Design | Project Management | Decision Making | Competitive Analysis | User Research | Cloud Infrastructure | Team Facilitation | Market Research | Product Delivery | Artificial Intelligence / Machine Learning (AI/ML) | Strategic Thinking | Problem Solving | Task Management | Cross-Functional Collaboration

**TECHNICAL SKILLS** Asana | Jira | Productboard | Rally | Roadmunk | Salesforce | HubSpot | Uservoice | FullStory | Google Analytics | Google Tag Manager | Pendo | Balsamiq | Canva | Figma | InVision | Sketch | ChatGPT | Midjourney | Bard | Gemini | Confluence | Google Workspace | Microsoft Office | Microsoft Excel | Slack | AWS | Zapier

----- EDUCATION -----

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

**Product Management Nanodegree**, Udacity | 2020

**Ruby on Rails Code Immersion Program**, Tech Talent South | Raleigh, NC | 2015

----- 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