Rachel Stein

Senior Product Manager

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SUMMARY

Product manager with 7 years in B2B SaaS and consumer travel apps, most recently owning onboarding and activation for an HR platform with 6,000 business customers. Raised 30-day activation from 38% to 51% and launched usage-based pricing worth $2.1M in new ARR. Strong in discovery, pricing and analytics.

EXPERIENCE

Senior Product Manager — Fernbrook Software

New York, NY · Apr 2022 – Present

- Led the onboarding and activation roadmap for an HR platform with 6,000 business customers; a guided setup raised 30-day activation from 38% to 51%.
- Ran discovery with 45 customer interviews and 3 prototype tests, then wrote the PRDs and user stories for 2 engineering squads.
- Launched usage-based pricing for the payroll add-on with sales and finance, adding $2.1M in new ARR in 2 quarters.
- Cut the time from idea to first customer feedback from 10 weeks to 3 by introducing feature flags and beta cohorts.

Product Manager — Wayfinder Travel Tech

New York, NY · Jun 2019 – Mar 2022

- Owned the mobile booking experience for an app with 900,000 monthly users, raising booking conversion by 14% in a year through 22 A/B tests.
- Wrote the business case for a hotel loyalty integration and led its delivery, earning $1.3M in commission revenue in its first year.
- Set up the team's product analytics in Amplitude, defining the funnel metrics used in every planning cycle.

SKILLS

Product: Discovery, roadmapping, prioritization (RICE), PRDs, user stories, pricing and packaging

Analytics: SQL, Amplitude, Looker, A/B testing

Delivery: Jira, Confluence, Figma, Agile and Scrum

Go-to-market: Launch planning, sales enablement, customer interviews

EDUCATION

B.A. Economics, Rutgers University, 2019

Fictional example by FindAJobAI: the person, employers and numbers are invented.