

# Lisette Fabian

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## Summary

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I am a master certified professional coach and accomplished executive with a background in leadership, digital product development, operations, and project management. I drive business, organizational, product, and personal transformation through a blend of clarity, curiosity, focus, insight, and perseverance resulting in positive business outcomes, increased customer and employee delight, and individuals cultivating increased confidence, leadership prowess, and authentic ownership in both work and life.

My expertise encompasses leading, co-creating, and spearheading the definition and implementation of:

- Visionary business and product strategies, inclusive of goal setting and implementation management
- Strategic planning and execution, combined with skillful team management and work structures
- Growth development and change management of individuals, teams, and projects

## Recent Experience

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### Scaleup Valley

**08/2024 - Present**

### LFC

**04/2021 – Present**

*Executive Business & Life Coach*

EUROPE/USA

As a [master certified professional coach](#), I coach and advise executives in Early-Stage to Series B startups and solopreneurs on professional and personal growth topics. My specialties include business turnarounds, investor relationships, and organizational management.

#### **Business Coaching**

- Business goals, vision, and strategy
- Leadership and relationship management
- Organizational management practices
- Product strategy and customer experience

#### **Life Coaching**

- Next chapter in life design
- Career change and growth
- Wellbeing habits development
- Personal development

### Withings

**02/2022 – 06/2023**

*Director, Health Content / 8fit Integration Lead*

FRANCE / GERMANY

Responsible for leading the health content team that developed the [Withings+](#) daily health improvement modules; advised on the development of the content management system (CMS) and on the Withings+ customer experience in the Withings app, and led the 8fit acquisition people and product integration.

#### **Achievements**

Led efforts across multiple teams to build a new in-app service product from ideation to public launch in 6 months.

Resulting in:

- The launch of Withings+ in October 2022 - the first in-app service product for the company, containing daily health modules

#### **Responsibilities**

- Managed the health content team (4), content strategy and content development including translations in 2 languages
- Advised the Withings Digital Product team (4) on the in app content customer experience
- Advised the Content Management System (CMS) Engineering team (3) on the admin panel

- Pitched our product offerings to journalists and special guests at [IFA Berlin](#)
- Led the transition of 8fit people, tools, product, and processes to Withings

## **8fit**

**01/2019 – 12/2022**

*co-CEO, Senior Vice President, Product Development*

GERMANY

Member of the leadership team responsible for leading the organization through transition, defining & executing on organizational goals, strategic projects, product vision and roadmaps, and direct manager to a team of +25 of product managers, designers, FE/BE/QA/data engineers, customer support agents, and HR / Office specialists. Co-led the company exit via acquisition by [Withings](#) in 2022.

### **Achievements**

Co-spearheaded the business transformation from loss to near profitability within a 24-month period, resulting in the successful acquisition by [Withings](#) in 2022.

- Redesigned the product offering, value proposition, and vision, developed and implemented a +2 year product strategy and roadmap
- Executed three organization-wide team restructures from +75 to less than 20 people

Resulting in:

- Increased product engagement by 20%
- Reduction of OpEx by +200% and organization size by 250%, while maintaining employee revenue contribution ratio
- Extended the business runway from 3 to 24 months

### **Showcase**

- Radio station interviews on the topic of the Health & Fitness industry, health tech trends, and user engagement
- Published articles in [MobileMarketing](#) and [t3n](#) on mobile app tech and user engagement
- Speaker at events hosted by Google Play Exec Circle, Le French Tech Munich, Talking Talent by Aceler8, and Women in Leadership (Berlin Edition) by Sauce Labs

### **Responsibilities**

- Defined and managed the implementation of the organization's vision, strategy and goals
- Implemented cross-functional working teams, data informed decision making, Design Research, User Centered Design and Agile-based principles, frameworks and methods
- Defined and managed the implementation of product vision, strategy, roadmap and product discovery iterative development processes across cross- functional development teams incl. content, data, crm and performance marketing teams
- Lead organization-wide strategic projects, including implementation of OKRs
- Lead and implemented HR policies, including benefits, GDPR compliance, hiring, onboarding / offboarding, performance and feedback management, and salary compensation.
- Managed and presented monthly to our 4-person management and 3-advisors board
- Led our Annual General Meeting (AGM), including notices, voting, and notes. Supported our board chair in managing the CAP table and other board management responsibilities.
- Secretary for 24 months, Managing Director for 12 months, Interim CEO for 6 months, and Vice President, Engineering for 18 months

## **door2door**

**01/2017 – 12/2018**

*Vice President, Product*

GERMANY

Member of the Leadership Team responsible for aligning business goals and driving product vision, strategy and roadmap implementation across the door2door mobility platform ecosystem, and implementation and post-launch support of our Clients, and manager to teams of +20 project managers, product managers, designers and engineers.

**Achievements**

Pivoted **door2door** from a b2c to b2b2c / SaaS business model with a product ecosystem consisting of 5 distinct products, securing the first revenue generation for the business.

- Launched +10 corporate / public clients covering urban and rural regions in Germany, Portugal and Spain
- Developed and implemented the end-to-end go to market strategy for the product ecosystem
- Developed and implemented +2 year product roadmaps and cross-organizational product development lifecycle processes
- Resulting in:
  - Secured an additional €+11M in funding
  - Recruited 10+ roles across design, engineering, project management, product management, and operations within 18 months including COO, VP of Engineering, Head of Design
  - Retained existing client portfolio and maintained a steady pipeline of leads by referral
  - Visited by Angela Merkel, Germany's chancellor, for our innovation in mobility

**Responsibilities**

- Refined organization vision, mission, strategy, goals, values
- Refined product branding and pricing model
- Lead organization-wide OKR implementation and tracking across all departments
- Defined and executed product vision, strategy, roadmap and product discovery iterative development processes across a product ecosystem of 5 distinct products and 4 cross-functional product development teams
- Defined and implemented client launch and post-launch support processes, include feature request prioritization processes and weekly cross-functional team updates
- Defined and implemented a client and feature project status review board
- Defined and lead GDPR compliance project
- Partnered with HR to define and implement hiring, management and growth strategies
- Transformed the product and design into an experienced and respected function
- Presented monthly to potential clients, investors and advisors
- Interim Vice President, Engineering for 15 months

**Delivery Hero****06/2015 – 12/2016***Vice President, Global Product Strategy*

GERMANY

Member of the Technology Leadership Team responsible for aligning and driving product strategy and roadmap implementation across several of our various food ordering platforms, and manager to teams of +30 of product managers, designers, conversion rate optimization & experimentation specialists, and salesforce specialists.

**Achievements**

- Defined and led the first 3+ global product services focused on cost reductions
- Organized the first Global Product Summit with participation from executives and leaders from various countries / brands in business, product, engineering and design
- Organized monthly discipline-focused knowledge sharing sessions across product, design, and engineering
- Supported two organizational restructures

**Responsibilities**

- Partnered with the CEOs, CTOs, and other business executives to define and prioritize platform products and services
- Implemented platform products and services roadmap and team processes across +3 teams
- Advised Product leaders from various countries / brands on product strategy, roadmap, feature prioritization, user design, and testing
- Partnered with HR, Legal, Finance, Operations, Customer Support, and several other teams on product delivery and compliance projects

## Past Experience

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<a href="#">Gorilla Group</a>	Senior Business Solutions Analyst, Ecommerce Platforms	<b>08/2014 – 05/2015</b> USA
<a href="#">Conversant (Dotomi)</a>	Senior Platform Manager, Campaign Tools	<b>02/2011 – 07/2014</b> USA
<a href="#">Orbitz Worldwide</a>	Product Manager, Distribution Private Label Solutions Senior Manager, Supply Operations, Private Label Project Manager, Global Ops Project Management Office	<b>11/2005 – 01/2011</b> USA
<a href="#">Sidley Austin LLP / Williams Lea (Bowne Business Solutions)</a>	Project Manager, Project Management Office Project Lead, Training Lead, Level II Floor Support, Level I Phone Support, Interim Help Desk Supervisor	<b>01/1999 – 11/2005</b> USA

## Education

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### Degrees

- [Masters of Design Methods](#)  
Institute of Design, USA
- [Bachelor of Arts in Communication](#)  
University of Illinois at Chicago, USA
- [Associate in Science in Engineering](#)  
Oakton Community College, USA

### Certifications

- [Master Certified Professional Coach](#)  
Certified Life Coach Institute, USA
- [Certified Professional Coach](#)  
Certified Life Coach Institute, USA

### Other educational activities

- [Web Development](#)  
Computer Systems Institute, USA
- [The Landmark Forum, Advanced Course, Excellence Seminar, S-ELP](#)  
Landmark Education, USA
- [Inner Negotiation](#)  
The MMS Worldwide Institute, Netherlands

### Memberships

- [ICF Member](#)  
International Coaching Federation, USA

## Personal Interests

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Animals, Archeology, Community, Culture, Food, Fitness, Hiking, Learning, Meditation, Nature, Nutrition, Psychology, Reading, Self-discovery, Spirituality, Technology, Travel

*Recommendations available on [LinkedIn](#) and upon request.*