

LISA A. SCHNETTLER, MBA, CSPO, CSM

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PROFILE: Collaborative, dynamic **technology product development and product management leader** who builds diverse teams, transforms organizations, and drives revenue through effective digital technology solutions. • Practical, strategic visionary who creates clear, agile roadmaps to achieving demanding goals. • Confident, engaging communicator adept at conveying complex concepts and information. • Motivating organization leader who coalesces diverse individuals into high-performing, cross-functional teams.

CORE CAPABILITIES

- Product development / management
- Team development & mentorship
- User engagement / UX
- Strategic planning / product road maps
- Digital advertising
- Organizational Transformation
- Agile / Scrum project management
- "0-1" journey
- "1-10" journey
- Content management systems (CMS)
- SaaS
- Customer / consumer focus
- Big data / machine learning
- Mobile Applications
- Social media analytics

EXPERIENCE

[Innovation Technology Advisors](#), Jersey City, NJ

11/23 - Present

Chief Product Officer | Fractional CPO

Advise corporate clients regarding Product Management, Development, and Strategy.

[RxSense](#), Boston, MA

08/22 - 10/23

Chief Product Officer

Lead product development for a SaaS company providing business intelligence software and pharmacy benefits technology for healthcare companies.

- Established the product management discipline and built a successful team of product managers for Enterprise Platform Services
- Increased the roadmap completion rate from 22% to 97% in under a year
- Managed the support and "1-10" development of the Enterprise solutions platform processing over 50 million claims for over 500 clients, including ProAct and CVS Caremark
- Oversaw "0-1" development and expansion of the RXIQ Business Intelligence product providing a suite of industry specific dashboards including medical adherence and PBM financial operations.

[VESTA](#), New York, NY

11/19 - 08/22

VP, Product

Lead product strategy and development for an SaaS company providing community-powered marketing and predictive insights especially for CPG, pharmaceutical, and B2C companies, helping marketers build and manage online brand-owned communities creating a valuable source of zero-party data.

- Created and executed against the product development roadmap for Vesta's 3 core products
- Spearheaded application of "North Star" framework to focus entire company on one key strategy and metric.
- Managed development team and off-shore development resources.
- Established effective processes to enable technical scalability and security.
- Selected and implemented an iPaaS solution to increase integration efficiency
- Worked directly with major clients, including Unilever, Church & Dwight, and GrubHub, to ensure needs are understood and addressed when developing product features.

[COMPONERE](#), Jersey City, NJ

01/19 – 11/19

Product Consultant

Help B2B and B2C company leaders solve their technology process, team management and product development problems so their companies can reach their product and business goals.

- Facilitated change at companies relying on technology to do business, reach customers, and meet market needs.
- Enabled companies to grow and generate revenue by building high-performing, cross-functional teams, creating clear, agile road maps, and designing common sense systems and processes.

GRAPHIKA, New York, NY

05/17 – 1/19

Product Director

Led “0-1” product development and product strategy for a Machine Learning SaaS company utilizing Big Data to analyze, identify and create business critical insights into social media, marketing, politics, and cyber security.

- Introduced and established Agile and Scrum methodology.
- Spearheaded transformation of proofs-of-concept from science team into scalable new product features.
- Managed development and release of all new products and product enhancements, including the first self-serve version of Graphika application and the Contagion Monitor TM.

PURCH (now Future plc), New York, NY

10/14 – 08/16

VP Product Management

Led product strategy and development at global B2C digital content and services company. Oversaw 9 consumer-facing commercial websites, creating product roadmaps that drove traffic, conversion and revenue. Led priority-setting across Ad Ops, Revenue, SEO, Marketing, Editorial and Community functions. Managed product teams of 7-30 people, including developers in Paris and Grenoble, France; New York, Utah, and California.

- Rolled out new responsive designs for Laptopmag.com & Businessnewsdaily.com and responsive forums for Anandtech.com.
- Increased project completion, reduced timelines, and increased product effectiveness by implementing structure, focus, QA and A/B testing for product development and management.
- Oversaw high-traffic sites including Tomsguide.com, Tomshardware.com, TomslTpro.com, Businessnewsdaily.com, Space.com, Livescience.com, Laptopmag.com, Newsarama.com and Anandtech.com.
- Expanded integration with 3rd-party content formats e.g. Facebook Instant Articles, Google AMP, and Amazon Alexa.

PENTON MEDIA, INC., New York, NY

03/11 – 10/14

Director of Internet Product Management

Led the Agile (Scrum) Product and Program Management teams for largest privately-owned B2B media company in the US. Oversaw online Product Roadmap, new product development, new site features, and mobile products across Penton portfolio. Managed domestic and offshore teams. Guided cross-functional team to consider audience, revenue and margins.

- Drove launch of 85 new mobile-optimized sites based on "responsive design" approach.
- Directed development and implementation of integrated eCommerce on 60+ websites.
- Led print-to-digital initiative for 12 brands, guiding cross-functional team to identify ways to monetize sites.
- Oversaw launch of Penton’s newest data and insights product, NextTrend.com.

RODALE, INC., New York, NY

05/07 – 02/11

Executive Producer

Spearheaded online and mobile product development, strategic partnerships, and production & design for *Prevention.com*, *Rodale.com* and *OrganicGardening.com*. Managed daily web publishing and monthly digital/iPad issue build.

- Launched *Prevention Magazine* for the iPad and spearheaded development and launch of 3 iPhone apps.
- Relaunched Prevention.com, redesigning its look and incorporating a new CMS; increased page views by 50% YOY.
- Introduced social media to Prevention, establishing the Prevention brand on Facebook, Twitter and YouTube.
- Built opt-in mailing list and managed sending 400 million eNewsletters monthly.
- Reduced project expenditures by creating a competitive bid process that saved up to 40% and establishing a process to “reskin” tools for 15-20% of original development cost.

COLDWELL BANKER, New York, NY

03/05 – 05/07

Director of Interactive Development

Transformed national websites, intranets and software applications into state-of-the-art interactive systems. Oversaw \$3 million+ budget, and teams of 20+ developers, designers, quality assurance, and IA staff. Managed cross-functional initiatives.

- Oversaw redesign of coldwellbanker.com; increased traffic to national consumer site by 25% YoY.

WILEY, New York, NY

11/97 – 03/05

Media Editor, Higher Education (02/02 – 03/05)

Business Systems Analyst, Editorial Division (11/97 – 01/02)

EDUCATION & CERTIFICATIONS

[NEW YORK UNIVERSITY-Stern Graduate School of Business](#), MBA in Information Systems

[NEW YORK UNIVERSITY](#), BA, *cum laude* in English Literature; minors in Geology and Journalism

[Scrum Alliance](#), Certified Scrum Product Owner, Certified Scrum Master, Certified SAFe 4 Agilist