

# SUZANNE FRUSH

## Senior Product Manager

*ALICE Hospitality, acquired by ASG | March 2019 - Present*

- **Product Launch:** Launched new product 'Housekeeping' acquiring \$1MM in pre-sale ARR, with 38x post launch by strategically expanding to additional markets.
- **Awards:** 2020 IxDA design awards - People's Choice and Optimizing, HotelTechAwards Housekeeping Software - 2022 Ranked #1 Best, 2021 Ranked #2
- **Product Strategy:** Pivoted product in the wake of COVID hotel market collapse to support senior living, a related and underserved segment with significantly less risk for market volatility.
- **Permissioning Models:** Inherited and completed a stalled project, deploying a role-based permissions system, Alice's first retroactive migration, to all current users.
- **Software Quality:** Redesigned the bug reporting and triage processes, which improved resolution time by 64% and increased bug fix rate.
- **B2B Onboarding:** Led cross team effort to automate customer onboarding, decreasing customer configuration time by 30%, increasing billable ARR by 3%, and unblocking remote activations.
- **Team Management:** Managed and mentored 3 remote junior PMs, deep cross-functional team collaboration with sales, design, marketing, and engineering.
- *Promoted from Associate Product Manager (01/2020), Product Manager (08/2021).*

## Product Manager

*Lingo Live | March 2017 - February 2019*

- **Product Marketing:** Designed and implemented marketing comms to customers for new releases, increasing feature adoption by 41%.
- **User Acquisition:** Led MVP for "Invitations" feature, increasing paid seat usage for underutilized contracts by 195%.
- **Product Launch:** Shipped a custom video web application, creating proprietary "classroom" environment focused on user needs.
- **Cost Reduction:** Delivered automatic usage capping, providing 7% monthly savings in recurring revenue, and 94% reduction in related operational costs.
- **Product Strategy:** Worked collaboratively to define product strategy, vision, and roadmap, increasing feature release velocity by 60%.
- **Data Driven:** Designed and implemented product metrics, transitioning the company culture to iterative and data-driven feature development.
- *Promoted from Learner Success Manager (01/2018).*

## Project Manager

*New Teacher Center | August 2015 - November 2016*

- **Team Management:** Oversaw 3-15 person teams, executing on product development for 3 product lines, with 100% on-time delivery.
- **Research:** Designed cost-benefit analysis on feasibility of research inclusion within the product, and created a framework to easily determine ROI for additional research.

## ABOUT ME

I help teams solve complex problems, primarily by highlighting user empathy and focusing on experiential excellence.

## CONTACT

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## EDUCATION

### UC Berkeley

B.A. Political Economy  
Minor in Conservation and  
Resource Studies  
May 2014  
Alpa Delta Pi

## Awards

### IxDA Interaction Awards

2020 Best in Optimizing  
2020 People's Choice

### HotelTechAwards

2022 #1 Housekeeping Product  
2021 #2 Housekeeping Product

## LANGUAGES

English, French,  
Italian (Conversational)

## OUTSIDE WORK

### Women in Product

NYC Mentorship Committee

### Coastal Environmental Science

Albatross Plastics Consumption

### Mayan Permaculture

Belizean aquaponics farming