

# MEREDITH LORCH

## SENIOR PRODUCT MANAGER

Empathetic and impact-oriented Senior Product Manager with 10+ years of experience across heavily regulated, high-growth SaaS, marketplaces, and mission-driven orgs. Skilled in turning user insights into elegant product solutions, championing cross-functional collaboration, and scaling initiatives from 0 to 1.

Strong communicator and strategic thinker, comfortable working remotely in high-visibility roles within fast-paced environments.

## SKILLS

**Product Strategy & Execution:** Product Vision & Roadmapping, Prioritization Frameworks, OKRs & KPI Definition, Go-to-Market Strategy, 0→1 Development, Agile & Scrum, User Onboarding & Activation, Retention & Engagement Strategies, Churn Analysis

**User Research & Data:** Interviewing & Surveys, Journey Mapping, JTBD,, UX Optimization, Personas & Segmentation, Discovery, Basic SQL, A/B Testing, Experimentation, Dashboarding & Data Analysis, Competitive Analysis & Market Research

**Stakeholder & Team Leadership:** Cross-Functional Alignment, Executive Communication, Engineering & Design Collaboration, Influence Without Authority, Customer & Internal Enablement, Storytelling, Feedback Loops & Product Rituals

**Technology & Tools:** Figma, JIRA, Confluence, Pendo, Tableau, Trello, Notion, Excel/Sheets, AI/ML Concepts, Platform Integrations, Compliance Awareness (HIPAA, SOC 2, etc.)

## PROFESSIONAL EXPERIENCE

<b>Deepwatch, Remote</b>	DEC 2021 - PRESENT
<i>Lead Product Manager   Series C enterprise cybersecurity platform supporting 200+ customers across Fortune 1000.</i>	
<ul style="list-style-type: none"><li>- Managed the development of a React Native-based platform from 0 to 1, supporting three teams (12 developers), driving adoption by 200+ customers.</li><li>- Owned the end-to-end product lifecycle, aligning engineering, design, and business teams, earning two promotions for impact and leadership.</li><li>- Championed a customer-centric approach, incorporating continuous feedback and evangelizing the product vision, strategy, and roadmap across 20+ customers and 15 cross-functional stakeholders.</li><li>- Increased adoption by 200% and increased CSAT by 11 points through strategic releases, optimizations, and iterative improvements.</li><li>- Revamped the team's discovery process and communication framework, enhancing efficiency, alignment, and cross-functional collaboration across Engineering, Design, Data, Marketing, Sales, Legal, Operations, etc.</li></ul>	
<b>Brightly, a Siemens Company, Remote</b>	APR 2021 - DEC 2021
<i>Product Manager   Cloud-based asset management &amp; operations platform with 160M+ ARR serving 12,000+ customers globally.</i>	
<ul style="list-style-type: none"><li>- Partnered with two teams (16 developers) to enhance a mobile-ready SaaS platform, driving adoption and engagement across a 7,000-customer base.</li><li>- Led a cross-functional initiative to reduce technical debt, improve test coverage 50%, boosting system reliability &amp; fostering engineering excellence.</li></ul>	

**Taproot Foundation, Remote**

MAR 2019 - APR 2021

*Product Manager | Nonprofit marketplace connecting skilled volunteers with 501c3 orgs.*

- Optimized user journeys to enhance the customer experience and foster trust across 175K+ users, driving a 7-point NPS increase & 50% support response time reduction.
- Collaborated across six cross-functional teams to define and align org-wide OKRs, developed 20+ SQL dashboards ensuring strategic focus & execution.

**Triage Consulting, an R1 company, San Francisco, CA**

NOV 2015 - JUNE 2018

*Senior Consultant | Healthcare operations consulting firm specializing in revenue recovery.*

- Led a cross-functional team of five, developing KPI tracking tools and implementing process improvements to enhance project efficiency, execution.
- Analyzed large-scale datasets to identify operational inefficiencies, advising health systems on strategic improvements for \$5M+ in recovered revenue.

## EDUCATION

**Emory University** — *B.S. Anthropology & Human Biology, Minor in Predictive Health*

## CERTIFICATIONS + LEADERSHIP

ICF Professional Certified Coach (ACC) | Professional Scrum Product Owner (PSPO I)  
Team Captain Emory Cross Country, Track & Field | 5th Place, 2015 SF Marathon