

Jill C. Beck

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SUMMARY

Product visionary with 15+ years of building and operationalizing B2B and D2C products globally to achieve product-market fit. Experience spans several domains and leverages expertise in SaaS and e-commerce. Proven ability to scale mature products and conceive, initiate, and develop products from the ground up in established companies and as a two-time co-founder. Demonstrated success leading distributed organizations with large teams of inspired product and program managers, engineers, designers, scrum masters, and data scientists.

AREAS OF EXPERTISE

Product Leadership • Employee Development • Product Strategy & Roadmaps • Entrepreneurship • Agile Customer Development • Enterprise Software • Competitive Analysis • Cloud Computing • Customer Success

EXPERIENCE

Director, Product Management – Data Platform | PwC Labs

2019 – Present

- Owned P&L responsibility for “ProEdge,” a v1 people analytics tool that grew to \$50 million in revenue in 18 months, focusing on digital upskilling. Procured 6000+ curated, on-demand learning assets from industry-leading content providers, which required data stores that supported structured, semi-structured, and unstructured data.
- Formed v1 Customer Success team from scratch, outlining processes, hiring and onboarding 20+ people, and establishing team metrics to meet business objectives related to “ProEdge.” Metrics focused on customer acquisition cost, recurring revenues, total contract value, churn, retention, usage, customer satisfaction, and engagement.
- Built v1 enterprise customer data platform for top 10 global retail organization that captured data from 15 sources in 3 months, including loyalty programs, social registering, and retail points of sale (POS), that leveraged Databricks, Azure Data Factory, and Azure Synapse to provide a single source of truth about each buyer in real-time. Customer improved metrics on loyalty and churn by 20% within 6 months of implementation.
- Directed a team of 30, including staff in Product Management/Ownership, Engineering (Software, Data, and DevOps), Design, Data Science, and Technical Writers throughout the United States, Shanghai, and Bangalore.
- Initiated Databricks and Azure SQL as a Service throughout the entire network of PwC Data Analysts, Developers, and Data Scientists globally. Gathered technical requirements, documented use cases, and partnered with vendors to build capabilities to serve PwC's global client base. Utilized quantitative and qualitative data to inform decisions.

Senior Technical Product Manager - Platform | PayScale, Inc.

2018 – 2019

- Served as Lead in constructing a v1 data ingestion platform leveraging different machine learning technologies, Elastic, and Azure, resulted in 25% increase in annual recurring revenue for data analysis products in less than 6 months. Monitored usage metrics via tools such as Snowflake, Pendo and Tableau.
- Reduced the customer onboarding Service Level Agreement window from 10 days to 5 days through the creation of a new data ingestion platform. Trained 150+ people in Sales and Customer Success on initial release features and subsequent releases of the platform.
- Conducted 50+ customer interviews and synthesized results with overall product goals to create user stories and wireframes for inclusion into product offering. Collaborated with Design to conceive metrics with a focus on measuring and accelerating customer engagement.
- Identified and incorporated features leading to deal conversion (new business/renewals) utilizing client feedback, qualitative data and quantitative data. Grew total contract value by 20%.
- Realigned Engineering team with a “back to basics” approach which improved sprint completion from 36% to 90% over 9 months. Able to set more realistic expectations around timing and release quality around the product roadmap with stakeholders, such as Sales, Customer Success, Marketing, Finance, and Legal.

Senior Technical Product Manager - Platform | PayScale, Inc. (continued)

2018 – 2019

- Developed and maintained roadmaps with milestones, user stories, personas, risks, critical success factors and budgets using JIRA, Asana and Trello. Made decisions on technical trade-offs as risks were recognized and release quality and timing were assessed, as well as 'go/no go' customer release decisions.
- Brokered 3 contracts with partners to integrate new data sources onto the platform, enabling the production of API Connectors for customer data and leading to 65% in renewals for those customers.

Director, Strategic Program Management | Change Healthcare

2016 – 2018

- Oversaw 8 enterprise product lines representing \$360 million in annual revenue, including Data Solutions, Payment Integrity, Revenue Optimization, Revenue Cycle Management, Medical Networks, Pharmacy Networks, and Services. These lines of business represented 270 million transactions totaling \$540 billion in claims annually.
- Constructed API platform leveraging AWS tools for developers that encompassed Analytics and Insights, Data Access and Interoperability, Payment and Reimbursement, Patient and Member Engagement, and Eligibility and Claims. Platform had 90 million transactions in 1st year with over 18 products that served 50+ customers.
- Launched proof-of-concept of 10% of total healthcare claims to identify fraud, waste, and abuse opportunities around automating the scrutiny of records. Audited 200,000 claims that totaled \$4 billion being paid out, which showcased an additional \$85 million in potential revenue not being captured. Reduced gap by \$10 million within 4 months.

ADDITIONAL EXPERIENCE

- **Director of Product | Health123:** Led product strategy and product roadmap activities for early-stage e-commerce start-up focusing on B2C customers, including market research, persona creation, and detailed product requirements.
- **Founding Executive Director | Upower, Inc.:** Originated and executed a strategic plan within budget, which included implementing 3 service offerings, expanding to 11 locations, and hiring 30+ team members. Raised \$720K+ in 18 months.
- **Co-Founder | Purple Teeth Cellars, LLC:** Started venture to produce and sell wine to consumers, which included 11 product offerings sold across 3 distribution channels. Fulfilled licensing requirements at 20 shipping destination states. Ran all business activities, which resulted in a 36% profit increase from year 1 to year 7 of operations.

EDUCATION

- University of California, Berkeley – Haas School of Business, Executive Education
- Bachelor of Science, Accounting, SUNY Oswego – School of Business, New York

AWARDS

PwC: Received 3 merit spot bonuses for promoting and for embodying PwC's leadership values with both direct reports and non-direct reports

Change Healthcare: "Pinnacle Club" (2017) – one of 84 people out of 7000 employees selected by CEO for outstanding contributions to the organization

Upower: Seattle Met magazine "Light A Fire" (2014) – top non-profit selected for "Promoting Health & Happiness."

Purple Teeth Cellars: "Top Picks" (2011) – Seattle Magazine featured multiple Purple Teeth Cellars wines to be showcased in their "Garage Brands" deep-dive.