

ELIZABETH HALLS

Senior Product Manager

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SUMMARY

After managing products like the NA McDonald's Mobile App, I decided that it is finally time to create my own business. With the help of 4 ex-colleagues, I founded S-HEalth, a mobile app focused on women's health that was sold for \$12.5M in 2020. Before I retire, I am looking for a cause that I can contribute to with my Product Management skills.

EDUCATION

B.S. Business and Entrepreneurship 2004 - 2008
UC Berkeley Berkeley, CA
• Major in Business with a strong focus on entrepreneurship in the IT sector
GPA | 3.9 / 4.0

EXPERIENCE

Senior Product Manager 2018 - 2020
S-HEalth Berkeley, CA

S-HEalth was a startup developing a new app that provides tips, advice, and assistance on women's health that I established in 2017

- Developed the go-to-market launch plan and product roadmap
- Pitched the idea to investors in Silicon Valley
- Received and managed a \$1.2 million project budget
- Led a team of 8 developers and designers to create and maintain the app
- Increased paid customers from 50 to 4 500 in 2 months' time
- Sold the app to Johnson & Johnson for \$12.5 million in 2020

Product Manager 2014 - 2018
McDonald's USA San Francisco, CA

McDonald's Corporation is an American fast food company with locations all around the globe. I managed the development of the North-American McDonald's mobile app.

- Managed a \$750K yearly budget
- Conducted a survey among 5 million loyal customers
- Analysed the data and created a product roadmap
- Set a goal to have the app reach at least 50% of the surveyed customers in year 1 and surpassed it by 15%
- Prioritized new features based on user feedback and metrics
- The app was the most downloaded iOS and Android app in 2017 and is estimated to have increased sales by 48% in 2015-2018

Associate Product Manager 2010 - 2014
Sony Group Corporation San Francisco, CA

Sony is a Japanese multinational conglomerate. It operates as one of the world's largest manufacturers of consumer and professional electronic products.

- Co-managed a \$10M budget for the development of the PS4
- Analysed product metrics for growth and troubleshooting
- Discovered a serious flaw in the design that would cause the consoles to overheat by analyzing data from various tests
- Surveyed 80K gamers and created console & game bundles
- With the help of the bundles (50% of all sales), Sony was able to reach their goal of selling 100M consoles in the first month

ACHIEVEMENTS

\$ Developed and sold a startup for \$12.5M
Developed a women's health startup from scratch and sold it to Johnson & Johnson in 2020.

📱 Created the most downloaded app of 2016
The NA McDonald's app reached 20 million downloads

🚀 Helped Sony sell 100M PS4s
Sony reached their goal of selling 100M PS4s in the first month thanks to the console & game bundles I created

STRENGTHS

👥 Team Spirit
Working as a team member or leading a team in vastly multicultural environments, I have always applied these 3 concepts: lead by example, adapt my style to the team members, share the merit for successes but assume possible potholes

📈 Business Acumen
I have learnt to deeply analyse data, but also to understand the story they are telling and to transform this knowledge in actionable, concrete strategies

💡 Innovation
Sometimes I have been faced with problems that were, at first sight, unsolvable. The only way to tackle them was thinking out of the box and learning to ask myself the "right questions"

TRAINING / COURSES

Introduction to Computer Science and Programming with Python (MIT, 2016)
Developing data analytics insights and basic programming skills through hands-on cases and assignments.

UI/UX DESIGN (CALARTS, 2012)
Research, design, and prototype effective, visually-driven websites and apps.