

REBECCA CHO

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PROFESSIONAL EXPERIENCE

Slack

New York, NY

Senior Manager, Product BizOps & Strategy

August 2024 - Present

- Drove alignment with C-suite on Slack's FY26+ pricing & packaging strategy, owning complex business cases for \$100M+ Year 1 business impact in partnership with 4 Product pillars (AI, Growth, Enterprise, Salesforce)
- Facilitated data-driven decision-making alongside VP Product of AI and CRO on Enterprise AI Search resourcing, pricing for 10+ features by EOY, and joint packaging with Salesforce's Agentforce
- Served as primary business partner for Slackforce PM, co-creating product-led growth strategy for penetrating Salesforce's 200k+ customer base and unlocking ~\$30M business opportunity for Slack

Manager, Product BizOps & Strategy - AI, Automation, and Enterprise

August 2023 - July 2024

- Pricing Strategy: Delivered Slack's FY25+ monetization strategy to C-Suite, detailing \$5B growth strategy for Self-Serve and Enterprise business, inclusive of new pricing initiatives and cross-sell motions with Salesforce
- Slack AI: Led pricing strategy alignment and multi-phase SKU launch for Slack AI, a \$XXM+ ACV product, and spearheaded enterprise AI trial program delivering 20% conversion to paid deals in Q1FY25
- Slack Automation: Served as COO to SVP and VP of Slack Platform to approve strategic volume-based \$XXXk+ Platform deals, forecast cost and revenue, and implement quarterly product monetization reviews
- Enterprise Initiatives: Partnered with Product, Sales, and BD leadership to size and prioritize 3 new commercial opportunities (Data access APIs, Security & compliance, and Frontline worker product offerings)

Senior Associate, Product BizOps & Strategy - Platform

February 2022 - July 2023

- Drove new product launch process for 5 Tier 1 Slack products (Developer Platform, Workflow Builder, Sales Elevate, Networks), in close partnership with Slack COO and CPO on pricing & packaging strategy
- Led multi-quarter cross-functional program across Product, Operations, and GTM to launch Next-Gen Platform, overseeing inaugural consumption-based pricing strategy, new billing system setup, and GTM strategy
- Created and conducted Next-Gen Platform pricing and product training for 1k+ Sales & Customer Success team members, and advised 30+ high-priority account teams on closing new add-on ACV
- Improved understanding of Slack Platform among ELT, Product, and GTM functions by providing data-driven guidance on quarterly OKRs, publishing 4 *State of Platform* reports, and producing key metrics dashboards

Accenture

New York, NY

Strategy Consultant

September 2019 - January 2022

Strategic Change Management for Multi-Year Transformation, Financial Services Client

- Led data-driven transformation journey for new JV by launching survey for 6,000+ employee population across 5 geos and 10 functions, synthesizing insights, and advising Leadership on global and local action planning

Go-To-Market Strategy and Investor Narrative Development, Telecommunications Client

- Delivered investor-facing management presentations and market reports to C-suite in preparation for 5G spectrum auctions in the U.S. and Chile, enabling the client to secure \$XXM in funding to compete in the expansion of the 5G wireless landscape in each market

EDUCATION

University of Chicago

Chicago, IL

B.A. in Economics, Phi Beta Kappa and Dean's List

June 2019

- **Certificates**: Chicago Booth School of Business Dougan Scholars Program Certificate
- **Leadership**: Smart Woman Securities (Director of Marketing and Membership), Dougan Scholars Advisory Board, MODA Fashion Show & Blog (Photographer)

SKILLS & INTERESTS

Technical: SQL, Microsoft (Excel, PowerPoint, PowerBI), Adobe (Photoshop, Lightroom), Salesforce CRM, Tableau