

# MEG KOWALEW

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I'm a product leader with 15 years across SaaS and marketplaces, leading cross-functional teams from vision to rollout to improve customer experience and commercial outcomes. I've owned end-to-end product strategy and delivery—setting direction, running discovery, coaching PMs and designers, and partnering with engineering, data and operational teams to ship measurable change.

## SUMMARY

Earlier in my career I worked as a Category Manager, responsible for shopper research including eye-tracking and quantitative studies. Understanding how people browse, compare options, and make decisions in store was central to that work—and it continues to shape how I design journeys that reduce friction and drive conversion.

Most recently, I owned the product experience for realestate.co.nz's top-rated consumer app and the platform behind it, balancing a high-quality customer experience with complex operational and industry constraints. Now Melbourne-based, I'm looking to lead a next-generation in-store digital checkout vision that makes shopping faster and easier at scale.

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## WORK EXPERIENCE

### GM Product, realestate.co.nz

Feb 2022 - Oct 2025

- Built a modern product practice - stood up user research, product marketing and objective driven roadmaps, increasing transparency of product plans across the business
- Hired and reshaped the product team to fit the business needs and our growth strategy
- Redesigned and relaunched a new mobile app that is currently a top rated NZ's property app with 10+% user growth MoM - app store rating lifted from 2 to 4.6 stars
- Grew our user engagement KPIs (properties saved, shared) 20x through first to market features like price change transparency
- Raised number of logged in users by gating high value information and features behind a sign-in
- Currently focusing on redefining our data strategy and building advanced, AI driven recommendation engine

### Head of Product, chnnl

Jul 2021 - Jan 2022

- chnnl is a startup helping establish psychological safety for large, hierarchical organisation (like health care)
- Joined as first product manager reporting to the CEO, and built the product function
- Established initial product roadmap and worked with the rest of the leadership team on finding product-market fit before the next funding round (Series A)
- Created and partially implemented a plan to enable customer onboarding at scale which was a significant growth bottle neck when I joined

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## WORK EXPERIENCE

### Director of Product, Pushpay

Jan 2021-05-2021

- Senior Leadership Team member & Director of Product—owned strategy and execution for a three-product portfolio (Payments, Engagement, CRM) serving 11 k+ B2B customers
- Re-framed and integrated the portfolio into ChurchStaq™ multi-product adoption rose 70% and expanded revenue by 40% YoY
- Mapped and socialised roadmap, presenting monthly to the Board and securing investment to enter the Catholic market
- Led a team of Group Product Managers and their teams across 3 time zones driving alignment across the product and engineering leadership
- Drove product due-diligence for Pushpay's acquisition of Resi — completed a six-week market, tech, and integration review that underpinned the August 2021 deal, adding live-streaming capability and opening a new revenue line

### Group Product Manager, Pushpay

2018- 2020

- Led a team of PMs overseeing a portfolio of payments, and engagement mobile apps
- Defined vision and goals for the suite serving, 7 000+ customers and 1 million+ MAU
- Aligned post-merger teams around a shared roadmap, streamlining delivery and improving operational efficiency
- Partnered with Customer Success to sunset a legacy app and migrate all customers to a newer experience, eliminating duplicate effort
- Launched user profiles that achieved an 85% completion rate (vs. 35% industry benchmark), establishing the foundation for personalisation
- Rolled out the industry's first dynamic, personalised news feed, automating content updates to keep apps fresh while keeping customers time investment low

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## WORK EXPERIENCE CONT.

### Product Manager, Pushpay

2016-2018

### Group Category Manager, Allegro.pl

2012-2014

### Category Manager, Nivea

2007-2012

### Product Manager, Comarch

2007

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## EDUCATION

### Masters in Management and Marketing

Poznan University of Economics

### Psychology

Adam Mickiewicz University