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# Meg Kowalew

## Product leader

Melbourne, VIC

+61 0403 070 049

[meg.kowalew@gmail.com](mailto:meg.kowalew@gmail.com)

[LinkedIn](https://www.linkedin.com/in/megkowalew/): <https://www.linkedin.com/in/megkowalew/>

## SKILLS

Product strategy & roadmaps (OKRs) · Discovery & user research · Experimentation / A/B testing · Growth & activation · Monetisation, packaging & pricing · Stakeholder management · People leadership (hiring, coaching) · B2B / B2C / B2B2C · Mobile apps & web platforms · Platform / data products · Go-to-market

## TOOLS

Jira · Confluence · Figma · Productboard · Miro · Maze · Hotjar · Google Analytics · UserTesting · Braze · Roadmunk · AI tools: Loveable · Replit · AirOps

## SUMMARY

I'm a product leader with 15 years across SaaS, marketplace and payments businesses, building customer experiences people return to. I've led cross-functional teams from strategy through delivery: setting direction through roadmaps and OKRs, running discovery, coaching PMs and designers, and partnering with engineering, data, sales and customer teams to improve the metrics that matter—activation, engagement, retention and growth.

Most recently, owned the end-to-end product experience for top-rated NZ property app and the platform behind it, balancing a high-quality consumer experience with enterprise and industry requirements. I thrive in ambiguous problem spaces where clarity must be created through research, insight and prioritisation.

Now based in Melbourne, I'm looking for a role where product is expected to lead outcomes while building a team that learns fast and ships with confidence.

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## EXPERIENCE

### **realestate.co.nz, Auckland, NZ** - *Head of Product*

Feb 2022 - Oct 2025

- Built product operating model: OKRs, quarterly planning, discovery cadence; stood up user research and product marketing
- 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 property app with peak 10+% active user growth MoM in 2025; app store rating lifted from 2 to 4.6 stars
- Grew user engagement KPIs (properties saved, shared) 20x through first to market features like price change transparency
- Improved anonymous user conversion by gating high-value insights behind sign-in (from 4% to over 8%)
- Redefined data strategy to enable AI driven personalised recommendation engine for property seekers
- Launched AI enabled image recognition tool that increased listing content quality (% of searchable listings with a floorplan increased from 9% to over 20% post release)

### **chnnl, Auckland, NZ** - *Head of Product*

Jul 2021 - Jan 2022

- chnnl is a B2B SaaS startup helping establish psychological safety for large, hierarchical organisations (e.g. healthcare)
- I joined to build product and research function, reporting to the CEO
- 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 bottleneck when I joined

### **Pushpay, Auckland, NZ** - *Director of Product*

Jan 2021 - May 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
- Reframed and integrated the portfolio into ChurchStaq™; increased multi-product adoption by 70% and expanded revenue by 40% YoY (2020)
- 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

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- 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

**Pushpay, Auckland, NZ** - *Group Product Manager*

Oct 2018 - Dec 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

**Pushpay, Auckland, NZ** - *Product Manager*

Sep 2016 - Sep 2018

**Allegro.pl, Poznan, PL** - *Group Category Manager*

Nov 2010 - May 2014

**Nivea, Poznan, PL** - *Category Manager*

Oct 2007 - Oct 2010

**Comarch, Poznan, PL** - *Product Manager*

Feb 2007 - Sep 2007

## EDUCATION

**Poznan University of Economics, Poznan, PL** - *Masters of Economic Sciences*

Oct 2001 - Jun 2006

## COURSES

Most recent training:

AI Growth by Reforge

AI Strategy by Reforge

AI Product Leadership by Reforge