Greg MacEachern

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SUMMARY

Product Manager with 4 years of extensive experience in large product ownership serving millions of users. Proven understanding of building and scaling product led growth analytics, GTM initiatives and delightful UX.

EXPERIENCE

Product Manager

Microsoft OneNote – Redmond, WA   **December 2020 - Present**

- Led the product vision, strategy, and execution for OneNote across all Apple platforms, delivering high-impact features and achieving best-in-class retention (63% M1) and engagement metrics (74% CAMAU).
- Spearheaded the visual transformation of the OneNote for Windows application with a x-functional team of 7, owning the end-to-end process of strategy and delivery, shipping an entire UI overhaul to over 30M customers.
- Leading the migration of the legacy OneNote for Windows 10 user base (>7M users) to the latest app version with a target of 80% consumers retained.
- Drove an initiative to improve the Home experience of the OneNote mobile app following customer insights. Led an eight-person crew that increased the ease of use and discovery of quick notes. Performed four A/B/n experiments that boosted 2-day user retention by 3%, page creation by 12%, and general feature usage (glumps) by 2.5%
- Championed a OneNote AI initiative of bringing developing a Copilot "My Day" agent in the broader Copilot/Microsoft ecosystem. Demoed to CEO and kickstarted funding of the feature to boost 7-day retention and engagement metrics.
- Led the release of a 0-1 effort to bring OneNote to the Apple Vision Pro, seeing an initial market penetration rate of 7% (across all shipped Vision Pro devices) and an M1 retention rate of 56%.

Freelance Web Developer

Self – New York City, NY   **April 2019 – Present**

- Created and launched custom websites for high-profile clients in the music industry, using a combination of traditional web technologies (HTML, CSS, JS) as well as modern web builders to optimize performance, design, and data collection.
- Leveraged Generative AI to expedite client deliverables, reducing the timeline by 20% through the use of text-to-CSS and text-to-designs during the ideation phase.
- Generated over $15k YTD and delivered significant value for clients, such as increasing a client's top of the funnel by 500% through strategic SEO and improved site accessibility.

Visuale

Founder – New York City, NY   **Feb 2024 - Present**

- Developing a text-to-image based application, transforming e-books into picture books with vivid illustrations.
- Leveraging React.js for front-end, Node.JS for the backend and OpenAI API for generative content.

EDUCATION

Bachelor of Computer Engineering

Queen's University • Kingston, Ontario, Canada • Class of 2020 • GPA: 3.74

- Dean's List Scholar (GPA > 3.5) all 4 years of education.