

Frank Harris

Product Leader

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Profile

Accomplished product leader with a background in design, engineering, and data-driven product development. Customer-centric strategist with expertise in Enterprise SaaS, financial services, and consumer experiences.

Experience managing and growing teams of 20+. Consensus-builder and team-motivator who works across an organization to drive execution.

Experience

Slack / VP of Product, Developer Platform

NOVEMBER 2021 - PRESENT, REMOTE

Slack's (acquired by Salesforce) mission is to make people's working lives simpler, more pleasant, and more productive.

Led and managed PM team responsible for technical architecture, APIs, and Developer/Admin experiences for our Next Generation Platform (an event-driven automation platform).

Directed go-to-market, pricing, packaging, and partner ecosystem strategies. Achieved \$2M pipeline within 90 days of launch by collaborating with Sales, Customer Success, and Marketing on a focused sales enablement pilot.

Acted as Outbound PM completing 100+ customer calls to present roadmaps, facilitate discussions, and identify pain points.

InVision / VP of Product, Platform & Growth

APRIL 2020 - PRESENT, REMOTE

InVision's mission is to bring design-driven innovation to every organization through visual collaboration.

Led and managed PM team responsible for all product experiences related to enterprise administrators, internal shared services/APIs, and pricing strategy (including revenue growth and cost-to-serve).

Spearheaded fundamental pricing overhaul focused on driving end-to-end adoption (and revenue) within a customer organization. Estimated revenue impact of +12%, launching in early 2022.

Interim Head of Product (April-June 2020) while the CPO was on maternity leave: advised executive team on organization design, product strategy, and oversaw product launches.

Kitchen Rodeo / Chief Wrangler & Co-Founder

MARCH 2020 - DECEMBER 2020, REMOTE

Kitchen Rodeo provides one-of-a-kind interactive online cooking classes led

by culinary professionals and experts. Born out of the pandemic, we've raised over \$175,000 for amazing causes and neighborhood restaurants.

Casper / VP of Digital Product

DECEMBER 2018 - MARCH 2020, NEW YORK, NY

Casper is a global sleep company that launched in 2014 with one perfect mattress sold directly to consumers — eliminating commission-driven, inflated prices. The company is one of the fastest growing consumer brands of all time.

Led and managed a 15+ person Digital Product team responsible for all product experiences across our D2C channels (Retail and Ecommerce). Collaborated closely with C-Suite, channel leads, and other executives; reported into President/CCO and COO.

Owned product roadmap and oversaw key launches including a holistic product line refresh and optimizations across our omni-channel experience. Developed organization design and processes to drive execution through the company's IPO in February 2020.

Betterment / VP of Product

MARCH 2016 - SEPTEMBER 2018, NEW YORK, NY

Betterment is the largest, fastest-growing automated investing service, helping people to better manage and grow their wealth through smarter technology.

Led and managed a 20+ person PM, Design, and UX Research team responsible for all product experiences across Betterment's B2C and B2B business lines. Collaborated closely with CEO/co-founder and other executives; reported into COO and frequently engaged with the Board of Directors.

Owned product roadmap and oversaw key launches including a brand refresh, personalized automated guidance, and third party integrations. Developed organization processes to drive execution of customer and business outcomes translating into 4.5x AUM and 2.7x customer growth.

Cover [Acquired by Velocity] / Head of Product

AUGUST 2014 - FEBRUARY 2016, NEW YORK, NY

Defined and executed product roadmap for consumer (Android, iOS), merchant (iOS) apps, and marketing platforms for restaurant mobile payments startup in 3 cities and 300+ restaurants with peak transaction volume of \$1MM per month. Recruited Design and Engineering teams.

Post-acquisition, September 2015: Promoted to EVP of Product, Design, and Engineering reporting into co-founders.

Radico / Co-Founder, Product

DECEMBER 2013 - MAY 2014, BROOKLYN, NY

Co-founded; raised a seed round to build SaaS solutions to help grow marketplaces with big data, analytics, and advertising. Recruited Engineering talent.

Etsy / Group Product Manager

SEPTEMBER 2012 - NOVEMBER 2013, BROOKLYN, NY

Directly managed 10+ product managers and engineers responsible for the consumer experience and Etsy's second revenue stream, a seller advertisement platform.

Collaborated closely with CEO, CFO, and company leaders to translate high-level company goals into product offerings; managed the product roadmap for these areas, oversaw execution, and managed staffing.

Product owner and individual contributor for the overhaul and relaunch of Etsy's core buyer-facing page – resulting in a 3.5% increase in conversions, our biggest experimental win in Etsy history, and a direct lift to sales.

Etsy / Product Manager

APRIL 2011 - SEPTEMBER 2012, BROOKLYN, NY

Led data-driven product development team of 5 engineers, 1 designer, and 1 analyst for search and discovery features including rankings, recommendations, search user experience, and analytics.

Built a self-service advertising system for sellers, a sustainable and significant revenue stream for Etsy. Iterated and improved the “relevancy” search ranking and made it the default.

Google / Sr. User Experience Designer

JULY 2008 - APRIL 2011, NEW YORK, NY

Design Lead for Google Checkout and related initiatives. Responsible for the overall UX to ensure a consistent experience throughout Google and their commerce partners.

Google / User Experience Designer

JULY 2006 - JULY 2008, NEW YORK, NY

Design Lead for Google News focusing on search and discovery. Also contributed on Transit, Maps, and Blog Search.

The Washington Post / Interaction Designer & UI Developer

AUGUST 2002 - MAY 2006, WASHINGTON, D.C.

Focused on the front end development and UI design of advertising, circulation and other supporting systems for the newspaper.

Education

University of Georgia / BBA, Management

AUGUST 1998 - MAY 2002, ATHENS, GA