

## Contact

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## Top Skills

Mentoring

Experimental Design

Agile Methodologies

## Languages

Spanish (Limited Working)

French (Limited Working)

# Lauren Brucato

Product leader | Ex-InVision, Accenture  
Seattle, Washington, United States

## Summary

Product Manager with a history of successful 0-to-1 launches, scaling strategies, and data-driven growth. I lead with direct & compassionate communication, rolling up my sleeves alongside my team to build impactful, inclusive products.

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## Experience

### InVision

2 years 3 months

#### Lead Product Manager

August 2022 - September 2023 (1 year 2 months)

Led 3 teams to drive impact across 0-to-1 and growth initiatives for Freehand (acquired by MIRO)

- Directed 0-to-1 product strategy and execution for three of Freehand's intelligent canvas tools (Pages, Tables, Timeline), concurrently managing two teams to incrementally launch market-leading technology, acquired by MIRO in 2023
- Strategized and executed on retention-focused roadmap, driving +250% increase in WAU, balancing experimental quick wins with notification platform investments, launching omni-channel system and introducing Slack and Webpush channels
- Revitalized a stalled multi-year project to improve document sharing, rallying leadership around a lean, iterative roadmap that delivered a simplified experience and resolved two top customer needs: user groups and admin permissions

#### Senior Product Manager

July 2021 - August 2022 (1 year 2 months)

Jobcase, Inc.

3 years 8 months

Product Manager

January 2020 - June 2021 (1 year 6 months)

Seattle, Washington, United States

Led cross-functional teams to increase retention and revenue.

- Drove 20K DAU by launching an email digest, defining the roadmap and MVP solutions, coordinating a 10-member cross-functional team, and establishing automated publishing for long-term scalability
- Achieved over \$1M in savings by launching a product to match job seekers with hiring events, reducing refunds for under-filled events.
- Delivered 3x SEO impressions (5.4M/year) and 3.5x clicks (85K/year) by efficiently launching 20K new blog and job listing pages, refactoring and redesigning pages to optimize scoring, and introducing cross-linking API

Manager, Growth

June 2019 - January 2020 (8 months)

Greater Seattle Area

Managed 4 direct reports across 3 paid marketing channels impacting user acquisition & revenue.

- Generated \$4M+ in net-new annual revenue, transitioning from an IC role to managing a four-person acquisition team. Cultivated a culture of experimentation and coached team members to lead ad testing initiatives, scaling new marketing channels (Instagram, GDN, GSP) to fuel growth
- Increased MAU by 300K (+300% MoM) by spearheading cross-functional A/B testing plan to optimize registrations and enhance user LTV through detailed data capture

Senior Analyst, Growth

August 2018 - June 2019 (11 months)

Cambridge, Massachusetts

Data Analyst, Growth  
November 2017 - July 2018 (9 months)  
Greater Boston Area

## Accenture

3 years 4 months

Digital Analytics Consultant  
April 2016 - October 2017 (1 year 7 months)

Led data visualization & analytics for F30 Telecom client.

- Used Tableau, SQL, and ETL tools to visualize key performance metrics and business trends across 10+ portfolios
- Used data to answer key business questions leading up to and during the launch of a \$40M business venture.

Technology Consulting Senior Analyst  
July 2014 - March 2016 (1 year 9 months)  
Boston

Project management and resourcing lead for 40-person business intelligence team through 5 phases of a multi-million dollar SAP release.

- Managed a 6-person offshore testing team responsible for half of the team's QA testing.

## Range of Motion Project

Duke Engage Fellow  
May 2013 - July 2013 (3 months)  
Quito, Ecuador

Worked on prosthetics fabrication and mechanical design projects with the non-profit Range of Motion Project (ROMP) in Quito, Ecuador.

## AnthroTronix

R&D Intern  
June 2012 - August 2012 (3 months)  
Silver Spring, MD

Conceptualized and prototyped human-centered technological design projects.

## General Electric - Energy

Mechanical Engineering Intern - Early Identification Program  
May 2011 - August 2011 (4 months)  
Schenectady, NY

Performed mechanical analysis and design for the a new high-efficiency battery product.

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## Education

Duke University

Bachelor of Engineering (B.E.), Mechanical Engineering · (2010 - 2014)

Averill Park High School

· (2006 - 2010)