

# AMANDA TODD

## Senior Product Manager

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## EXPERIENCE

### Senior Product Manager

#### S-HEalth

2018 - 2020 Berkeley, CA

S-HEalth was a startup developing a new app that provides tips, advice, and assistance on women's health that I established in 2017

- Developed the go-to-market launch plan and product roadmap
- Pitched the idea to investors in Silicon Valley
- Received and managed a \$1.2 million project budget
- Led a team of 8 developers and designers to create and maintain the app
- Increased paid customers from 50 to 4 500 in 2 months' time
- Sold the app to Johnson & Johnson for \$12.5 million in 2020

### Product Manager

#### McDonald's USA

2014 - 2018 San Fransisco, CA

McDonald's Corporation is an American fast food company with locations all around the globe. I managed the development of the North-American McDonald's mobile app.

- Managed a \$750K yearly budget
- Conducted a survey among 5 million loyal customers
- Analysed the data and created a product roadmap
- Set a goal to have the app reach at least 50% of the surveyed customers in year 1 and surpassed it by 15%
- Prioritized new features based on user feedback and metrics
- The app was the most downloaded iOS and Android app in 2017 and is estimated to have increased sales by 48% in 2015-2018

### Associate Product Manager

#### Sony Group Corporation

2010 - 2014 San Fransisco, CA

Sony is a Japanese multinational conglomerate. It operates as one of the world's largest manufacturers of consumer and professional electronic products.

- Co-managed a \$10M budget for the development of the PS4
- Analysed product metrics for growth and troubleshooting
- Discovered a serious flaw in the design that would cause the consoles to overheat by analyzing data from various tests
- Surveyed 80K gamers and created console & game bundles
- With the help of the bundles (50% of all sales), Sony was able to reach their goal of selling 100M consoles in the first month

## EDUCATION

### B.S. Business and Entrepreneurship

#### UC Berkeley

2004 - 2008 Berkeley, CA

- Major in Business with a strong focus on entrepreneurship in the IT sector

## SKILLS

User Research

Product Specs

SCRUM

JIRA

html/css

Hotjar

SQL

HIVE

Product roadmaps

## ACHIEVEMENTS



### Helped Sony sell 100M PS4s

Sony reached their goal of selling 100M PS4s in part thanks to the console & game bundles the team & I created.



### Developed and sold a startup

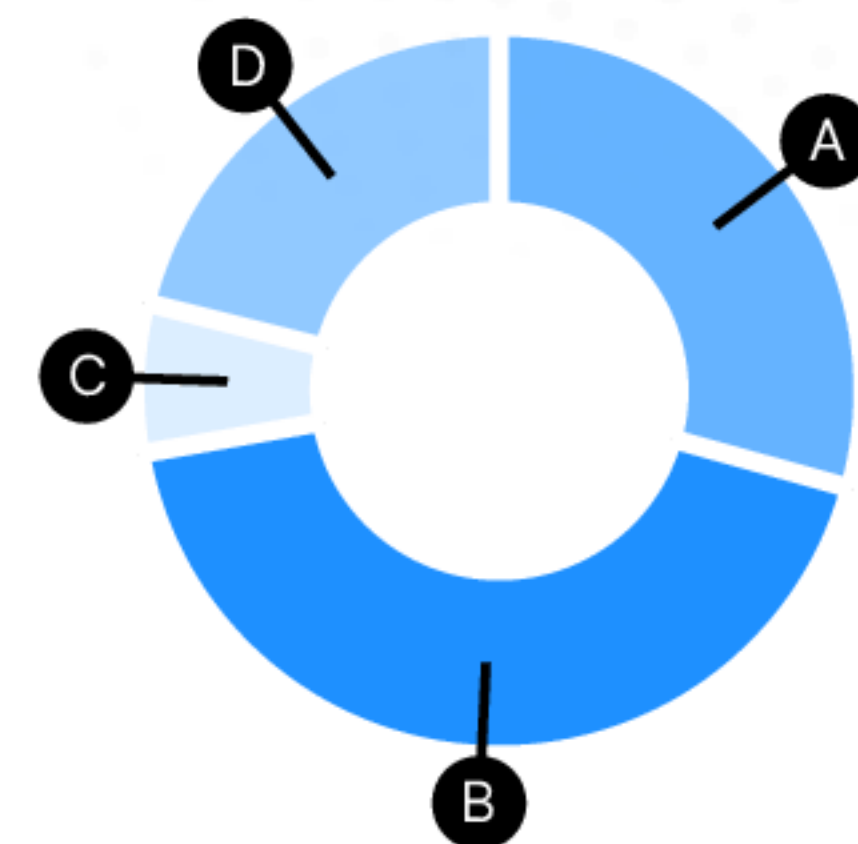
Developed a women's health startup from scratch, exited in 2020.



### App with 20 mln+ downloads

Lead the development of the NA McDonald's app.

## MY TIME



- A Product roadmap planning
- B Mentoring and coaching my team of 8
- C Cooking quesadillas with my cat
- D Talkint to users

## TRAINING / COURSES

### Introduction to Computer Science and Programming with Python (MIT, 2018)

Data analytics insights and basic programming skills through hands-on assignments.

### UI/UX Desin (CALARTS, 2016)

Research, design, and prototype effective, visually-driven websites and apps.

## PASSIONS



### Petrol Head



### Cooking