AMANDA TODD

Senior Product Manager

📞 +1-857-791-5749 @ elizabteh.w.todd@gmail.com 🔗 linkedin.com/in/elizabteh-w-todd

SUMMARY

After managing products like the NA McDonald's Mobile App, I decided that it is finally time to create my own business. With the help of 4 ex-colleagues, I founded S-HEalth, a mobile app focused on women's health that was sold for $12.5M in 2020. Before I retire, I am looking for a cause that I can contribute to with my Product Management skills.

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
- 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   SCRUM   JIRA
html/css   Hotjar   SQL   HIVE

ACHIEVEMENTS

🚀 **Helped Sony sell 100M PS4s**
Created console & game bundles that helped Sony reach 100M PS4 sales.

$ **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.

STRENGTHS

👥 **Team Spirit**
Working as a team member or leading a team in vastly multicultural environments, I have always applied these 3 concepts: lead by example, adapt my style to the team members, share the merit for successes.

📈 **Business Acumen**
I have learnt to deeply analyse data, but also to understand the story they are telling and to transform this knowledge in actionable, concrete strategies.

💡 **Innovation**
Sometimes I have been faced with problems that were, at first sight, unsolvable. The only way to tackle them was thinking out of the box and learning to ask myself the "right questions"

PASSIONS

🚗 **Petrol Head**

🥕 **Cooking**

LANGUAGES

English
Native   ●●●●●

Spanish
Advanced   ●●●○○