

# Ruth Kowitz

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## SUMMARY

Data-driven product leader with 15 years of experience, seeking roles in product management at innovative organizations. Most recently I started a company leveraging AI to combat the overwhelming spam in the business networking space. My unique skills are my analytical background that allow me to cut to the heart of a user problem, and very strong stakeholder management ability. With those two combined I am able to achieve product goals collaboratively, quickly and effectively.

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## EXPERIENCE

### **Twocents IO** 2022-2023

AI-Based networking platform to combat spam

#### **Co-Founder, VP Product**

- **Went from 0 to 1 on product and marketing** — Instituted brand and product strategy that would create both market differentiation and user loyalty. Created viral loops to lead to strong product-led growth. Raised \$2M in pre-seed funding and built two fully functional, well-designed web and React mobile apps.
- **Built a team from the ground up** — Designed and hired a fractional workforce including one product manager, two designers and one marketer. Established team norms, culture and cohesiveness company-wide for a team of 15 people.

### **Sunbasket, Inc.** 2019-2022

Meal kit subscription service

#### **Director of Growth Product** (2021-2022), **Sr. Growth Product Manager** (2019-2021)

- **Drove growth with a team of 7** — Led growth strategy and execution across all owned surfaces. Directed a cross-functional team of engineers, designers, analysts and product marketers. Leveraged user research and testing methodologies, such as A/B, multivariate, painted front door and prototyping to identify customer pain points and improve product performance. For example, introduced late orders for new customers that improved conversion rate by 6.5%.
- **Established Product Management best practices** — Designed roadmapping and prioritization process across product, engineering and data teams to establish cross-functional communication channels and align goals. Increased landing page testing velocity by 14x by introducing and overseeing multivariate testing partner.

### **Molekule, Inc.** 2017-2018

Air purification ecommerce startup

#### **Sr. Growth Product Manager**

- **Drove subscription business from zero** — Launched the filter subscription business, in collaboration with engineering and design. Introduced consistent customer behavior and event tracking schema across web, apps, and connected devices. Improved subscription take rate by 20% by increasing access to customer behavior data.
- **Managed the website** — Improved conversion rate by 56% over my time with the company. Responsible for product management of all aspects of molekule.com. Led a homepage redesign project, a/b testing, and implementation of a new checkout partner.
- **Led a 5-person technical team** — Team consisted of three web developers, a data scientist and a PM associate. Established clear and repeatable goal-setting, feedback, performance evaluation and growth management frameworks, without formal company programs.

Additional experience at [ruth.kowitz.co](http://ruth.kowitz.co)

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## EDUCATION

### University of California, Berkeley

Walter A. Haas School of Business, Master of Business Administration, 2013

### Hamilton College

B.A. in Physics, Mathematics (minor), 2008

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## ADDITIONAL

Enjoy hiking, crossword puzzles, yoga and parenting. Winner of 2018 Molekule lip sync competition.