

Leah Wilson-Duff

Senior Product Manager | Data, Revenue and Empathy Driven

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EXPERIENCE

ZoomInfo, Remote USA — Sr. Product Manager

February 2024 - PRESENT

ZoomInfo is a \$3.5bn market cap B2B SAAS software company with 3000+ employees, heavily sales-led and enterprise focused.

At ZoomInfo, I primarily focused on ACV growth and funnel efficiency (lead quality and pipeline health) through improvements to web-form architecture, lead quality improvements and sales readiness features. Optimizations across key user flows contributed to 10+ point gains in lead-to-demo conversion rates and improved average ACV/MQL by driving higher quality pipeline.

I led the full migration of the Zoominfo.com CMS from Wordpress to a new platform, reducing engineering dependency for changes and empowering marketers. Doing this allowed marketers to self-serve which freed up engineering capacity.

I created and implemented an entire micro-conversion tracking schema (in both GA4 and Amplitude) and enabled experimentation and feature flagging platforms. These platforms allow for an launch-iterate-learn-launch experimentation cycle across the site and give leadership visibility into conversion and engagement metrics.

EF Go Ahead Tours, Cambridge MA — Product Manager

April 2019 - December 2023

EF Go Ahead Tours is a subsidiary of EF Education First and is a B2C group tour provider, primarily driven by online bookings supported by robust phone sales.

Managed the acquisition and conversion “lane” for ecommerce on both web and our mobile app. Ultimately optimized the conversion funnel path for travel product discovery and purchase, increasing purchases by 3-5x.

Heavily utilized data and data analysis techniques within sources of truth (Google Analytics, Amplitude, Mixpanel, etc) alongside SQL and Snowflake to make data-driven and data-informed decisions for products, features, iterations and exploration.

Schurz Communications, Remote, USA — Audience and Digital Product Manager

August 2013 - April 2019

Schurz Communications was a media company with 20+ newspaper and television stations offering an array of digital products to advertisers.

I managed and enhanced the on-site as well as advertising+marketing-tech ecosystem for local media property websites and service offerings.

Skills

Highly Technical Product Management

Leadership and Management

Communication

Robust Analytics (GA4, Amplitude, Snowflake, SQL)

Engineering Capabilities (VS Code, regularly committing my own PRs to dev)

AI/LLM Practical Uses (CLine code and prototyping, engineering self-service)

What Colleagues Have Said

Engineering Manager: “She communicates clearly to different audiences, making sure that everyone understands what the data shows, the conclusions she draws from that, and the path forward in language they understand.”

Product Manager: “If you want someone on your team that cares about the business and its people while being able to improve the product, look no further than Leah!”

Design Manager: “She demonstrates exceptional acumen in interpreting customer behaviour. Leah excels in distilling intricate data into straightforward, actionable insights, greatly aiding in strategic decision-making.”