

Rachel Stats

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PROFESSIONAL SUMMARY

Product leader with 10 years of experience owning strategy and execution for large-scale consumer platforms and marketplaces. Led multi-brand website ecosystem for global real estate brands, delivering revenue growth, SEO, experimentation, and AI-enabled modernization. Known for building high-performing product teams, institutionalizing data driven operating models, and aligning product strategy to measurable business outcomes.

PROFESSIONAL EXPERIENCE

Compass International Holdings | Seattle, WA

Senior Product Manager II | Sept 2025 – Present

- Led consolidation of multi-brand consumer websites onto a unified, in-house platform, reducing annual vendor costs by **\$1M**, generating **\$6M in lead-driven revenue**, and increasing user engagement **20% YoY**
- Owned portfolio-level website and growth strategy across **Century 21, Coldwell Banker, Sotheby's International Realty, ERA, and BHGRE**
- Defined and executed technical SEO and AI/LLM discoverability strategies, driving **40% YoY growth in organic unique visitors**
- **Managed and mentored a team of Product Managers.** Set product vision, success metrics, and delivery expectations across design, engineering, and SEO
- Institutionalized experimentation and AI-enablement as core product capabilities, materially improving speed of learning and decision quality at portfolio scale
- Partnered with executive, marketing, and data stakeholders to align roadmap prioritization with revenue, growth, and operational efficiency goals

Anywhere Real Estate | Seattle, WA

Senior Product Manager/ Product Manager II / Product Manager | July 2021 – Sept 2024

- Led complex, multi-brand platform migrations, **delivering over \$1M in annual vendor cost reductions** while modernizing core consumer experiences
- **Owned a portfolio of high-traffic consumer websites serving 10M+ annual users,** directing product delivery across integrated on-shore and off-shore engineering teams
- Defined and drove the technical product roadmap in partnership with Architecture, Engineering, and business leadership to ensure scalable, high-performance platform design.

Prior Experience

OfferUp

Senior Enterprise Account Executive | 2020 – 2021

- Partnered with Product and Engineering to integrate chat, CRM, and inventory tools into enterprise systems. Top 5% of the sales team, achieving 130% of goal in Q1 2021.

LIFTOPIA (Acquired by Catalate)

Business Development | 2018 – 2020

- Collaborated with Product to overhaul booking and discovery flows, improving partner activation and customer satisfaction.
- Managed a portfolio doubling new business verticals to over \$5M in annual accounts.

EXPEDIA

Corporate Sales Executive | 2016 – 2018

- Secured \$15M in new business, surpassing quota by 110%.

LIVINGSOCIAL (Acquired by Groupon)

Account Executive | 2013 – 2016

- Designed and launched a travel vertical generating \$1M+ in revenue.

PEACE CORPS Uganda

Community Economic Development Advisor | 2009 – 2011

- Directed 2,000+ no-interest loan projects for sustainable projects for rural farmers.

EDUCATION

- MS, Environmental Management | University of London | 2015
- BA, Sociology | University of Vermont | 2009

CERTIFICATIONS

- Data Analysis | General Assembly | 2021
- Product Management | General Assembly | 2021
- Certified Scrum Master (CSM) & Product Owner (CSPO) | Scrum Alliance | 2021/2022