Emily Parsons

San Francisco, CA • emilyanneparsons@gmail.com • empars.com • (650) 454-7322

Summary

User-obsessed product manager with a background in strategy, operations, software and hardware with 9+ years experience delivering high-impact features, building scalable processes, and leading complex solutions with data-driven results.

Experience

SENIOR PRODUCT MANAGER (Hopper, Fintech) – San Francisco, CA   2022 – 2023

Led design and engineering effort to launch the first successful travel subscription product. Validated product market fit of nascent idea and built product roadmap that drove higher conversion, stronger customer retention, and standalone incremental profit.

- **Designed and implemented first travel subscription product**. Analyzed user behavior, identified gaps in initial product market fit, and completely pivoted product strategy to maximize potential; **drove 400% lift in monthly subscription rates.**
- **Achieved $25 million incremental profit** expected in first year since product launch. Identified optimal subscription pricing and benefit strategy through rapid experimentation, data extrapolation, user testing, and a bias for action.
- **Generated 36% increase in hotel booking conversion and 60% subscription adoption rate** among hotel bookers by integrating subscription sign-up directly in the booking funnel and focusing merchandising on value-add and loss aversion.

ENGINEERING PROGRAM MANAGER (Apple, Motion Sensing Technologies) – Cupertino, CA   2020 – 2022

Integrated and validated motion sensing modules including accelerometers, gyroscopes, pressure sensors, and magnetometers at the chip and system level to enable AR/VR feature development of novel products for Apple's Technology Development Group (TDG).

- **Drove sensor investigations with internal proof-of-concept hardware and software** leading to alignment on the product vision and buy-in on consumer-facing development from top leadership.
- **Escalated inefficiencies in API calls** and data return transfer rates enabling the development of critical optical module algorithms and reducing per unit factory test times of these algorithms from 30 minutes to 47 seconds.
- **Managed overseas suppliers and vendors** to ensure successful execution of engineering prototype and development builds leading to mass production of the first generation Apple Vision Pro headset.

TECHNICAL PROGRAM MANAGER II (Uber, New Mobility Product) – San Francisco, CA   2018 – 2020

Led execution of product roadmap for shared e-bike and e-scooter Pricing, Growth, and Experience programs. Partnered with engineering across software, hardware and firmware to drive strategic alignment and technical delivery of large-scale initiatives.

- **Achieved 10% increase in net revenue per trip** and **33% increase in bike/scooter trips** Built strategic cross-functional roadmap, drove execution, and mitigated program risks to drive efficiency.
- **Accelerated 37 e-bike/scooter market launches across 15 countries; drove 15% incremental growth** of first trips for Jump app in 6 EMEA cities. Identified privacy requirements; oversaw legal and engineering roadmap; managed app releases.
- **Managed first partner integration with Lime; grew in-app fleet size 90%.** Oversaw feature development and issue escalations, leading to highly anticipated and successful launch of Lime e-scooters in-app for 4 pilot cities.

PROGRAM MANAGER II (Twitter, Trust Strategy & Analytics) – San Francisco, CA   2015 – 2018

Led feature development for 8 policy operations teams, synthesizing problems into product requirements for engineering teams. Promoted to own implementation of global policies using technical solutions to drive case automation, efficiency and compliance.

- **Headed planning and execution** of tooling functionality, engineering requests, and data replication requirements to address Germany's Network Enforcement Act (NetzDG). **Handled 98% actionable content in less than 24 hours.**
- **Executed global efficiency effort; decreased legal risk; saved 31K hours** of working agent time in first 12 months. Automated agent review of duplicate user reports by successfully using Salesforce Object Query Language (SOQL).
- **Reduced manually-viewed user reports by 60%;** ensured critical reports handled first. Implemented SOQL response automation/case prioritization ranking machine learning models within country and language-specific intakes.

INTERN (Twitter, Trust & Safety) – San Francisco, CA   Summer 2013 + Summer 2014

- **Conducted analysis of 3K+ legal requests; improved lookup efficiency** and tracking of country-specific law, policy, and reporting trends. Implemented standardized structure for data entry. Significantly improved overall efficiency.

Education

UNIVERSITY OF MICHIGAN (Stephen M. Ross School of Business)   Ann Arbor, MI

- Bachelor of Business Administration; Emphases in Product Management, Strategy, and Consulting   2011 – 2015
- D1 Student-Athlete, Women's Varsity Water Polo Team – Athletic Department Academic Achievement Award, 2011-2012

Additional

Tools/Skills: Agile Method, Amplitude, BigQuery, Cross-channel marketing, Figma, LaunchDarkly, Release management, SQL, UX