# GRETCHEN ATWOOD

Transforming data and research into customer engagement, product growth, and business success

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(415) 305-2704
www.gretchenatwood.com

## LEADERSHIP EXPERIENCE

| Company | Role | Duration |
|---|---|---|
| Sigma Computing | Head of Research & Insights | 2.5 years |
| Pac-12 Networks | Director, Design & Research | 6 years |
| Yahoo! | Design Manager | 4 years |

### CONSULTANT
2022- current

Define market and product opportunities for startups and enterprises via research, segmentation, product strategy.

- Vanguard
- Sagewell Financial
- Porch.com
- Pinterest
- ERP Sales & Implementation
- Collaborative Classroom

- Defined & formalized user segments & personas for Sagewell Financial. **Doubled the price of the base subscription** – with little drop-off in conversions – based on research**. Prototyped entire MyPaycheck flow.**

- Determined **emerging user segment that none of its competitors currently addressed**.

- Established topics and content that financial advisers want from Vanguard when they're modeling portfolios for their clients.

- For an ERP (Enterprise Resource Planning) vendor:
  – Segmented prospective customers
  – Helped determine best pricing models per segment
  – **Defined sales "playbooks" for selling to segments**

### SIGMA COMPUTING
2020-2022

Identified target customers and how to sell to them. Led creation of product-led growth experiences for those customer segments.

**Head of Research & Insights**

SaaS business analytics platform for business users

- Led generative research to determine Ideal Customer Profiles (ICPs) for Sigma's SaaS Data Analytics Platform.

- ICP work led to **3 segments and use cases** to target:
  – Director of Operations: Supply Chain Management
  – Marketing Manager: Campaign Spend Optimization
  – PM: Product Performance & Engagement

- Concepted, prototyped, and tested product-led growth experience for marketing segment prospects that:
  – **Increased free trial signups by 5X**
  – **improved MOFU sales conversions +30%**

- **Operationalized research.** Started and grew research panel of 450 users, automated research processes, trained designers, PMs and others on executing studies.

- **Co-created and automated rapid user feedback mechanisms** with Product & Customer Success teams.

## SKILLS
Product Strategy
UX Strategy
UX Design
Qual & Quant Research
Generative Research
Product Management
Team Management
C-Suite Influence
User Journeys
Usability
Rapid Prototyping
Concept Testing
Data Analysis
Ideation & Brainstorming
Data-Driven Design
Agile Development
Scrummaster
Collaboration
Communication
Presentation
B2B, B2C, B2B2C

## TOOLS
Figma
Jira
Asana
Miro
Maze.co
UserTesting
Optimizely
Notion
Monday.com
& many more

## EDUCATION
Stanford University
BA, International Relations

## PUBLISHED BOOK
"Lost Champions: Four Men, Two Teams, and the Breaking of Pro Football's Color Line"
Bloomsbury USA, 2016.

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| **PAC-12 NETWORKS**<br>2012-2019 | Led transformation of Pac-12's digital properties into fan hubs that drove viewership, engagement, and partnerships. |

**Sr. Director, Product Design & Research**

Early video streaming platform focused on college sports

- Refactored site and apps around events and teams to drive fan engagement. **Increased traffic 20%, alerts & app downloads 20-30%, engagement 30%.**

- Partnered with Biz Dev to **drive 10X traffic to tv provider partners** by creating "How to Watch" flows for event pages.

- Led redesigns of apps and social media strategy.

- Led **weekly insights & strategy meeting** with senior leadership. President called it his most important meeting of the week.

- Used data analytics to identify untapped opportunity to increase same-day tickets sales for sports events. **Boosted digital football ticket sales 15% across Pac-12.**

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|---|---|
| **AGENCY WORK**<br>2007-2012 | Led projects for Razorfish (now Publicis) and Busse Design, and also as a direct consultant. |

- Razorfish
- Pacific Gas & Electric
- Wells Fargo
- Intel
- Nike
- Kia

- Created UX design for first car customization app for Kia.

- Led UX design for online rebate center for PG&E that included an interactive 3D rendered house to show how much customers could save.

- Established UX design direction for large-scale site redesign for Wells Fargo.

- UX designer for Intel site redesign.

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|---|---|
| **YAHOO!**<br>2002-2006 | Drove user and business success through major redesigns of Yahoo! Fantasy Sports, Travel, Health, News, and Finance. |

**Design Manager**

- Developed product strategy and product design for a redesign of Fantasy Sports that merged freemium products into free GameChannel app. **Increased upsell revenue $1MM YOY.**

- Used ethnographic research to **create new travel experiences around types of vacations people wanted**. This approach filled a gap in Yahoo's ability to serve user needs and added high-value sponsorship opportunities.

- Led cross-dept redesigns of Yahoo! News, Yahoo! Sports, Yahoo! Finance, and Yahoo! Health.