

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
- Worked with leadership to define user segments & personas for **Sagewell Financial. Doubled the price of the base subscription** – with little drop-off in conversions – based on research.
 - Determined **emerging user segment that none of Porch.com's competitors addressed.**
 - Identified resources Financial Advisors want from **Vanguard** when doing **multi-generational wealth planning.**
 - For **Collaborative Classroom, created research strategy, roadmap, and schedule** to serve key company objectives for 2024-2025.
 - For ERP (Enterprise Resource Planning) vendor, **created customer segments for Sales team "playbooks"**

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 identify 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%**
- Uncovered user needs that changed product roadmap
- **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
Qual & Quant Research
Generative Research
User Journeys
Usability
Rapid Prototyping
Concept Testing
Data Analysis
UX Design
Product Management
Team Management
C-Suite Influence
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 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. **Company 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.**

AGENCY WORK 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.
- UX Design Lead for large-scale site redesign for Wells Fargo.
- UX designer for Intel site redesign.

YAHOO! 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.