

GRETCHEN ATWOOD

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

gretchenatwood@gmail.com
(415) 305-2704

www.gretchenatwood.com

CONSULTANT 2022- current

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

- Pinterest
- Vanguard
- Sagewell Financial
- Porch.com
- ERP Sales & Implementation
- Defined & formalized 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 for Porch.com’s home inspection software tools. Led market research to align their products to existing and emerging segments.
- Identified barriers to advertisers adopting Pinterest’s automated ad campaign tools.
- Established topics and content that financial advisers want from Vanguard when modeling portfolios for their clients.
- For an ERP (Enterprise Resource Planning) vendor:
 - Segmented prospective customers
 - Determined best pricing models per segment
 - Defined sales “playbooks” for selling to segments

SIGMA COMPUTING 2000-2022

Identified target customers and how to sell to them. Lead several departments to successfully leverage research insights.

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.
- [Created product-led growth experience for prospects](#) that:
 - **Increased free trial signups by 5X**
 - **increased MOFU sales conversions by 30%**
- **Operationalized research so a study that had taken 2-4 weeks could be done in 3-4 days.** Started and grew research panel of 450 users and automated many research processes.
- Co-created rapid user feedback mechanisms with Product & Customer Success teams to extend research capacity.

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 templates.
- 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 the Pac-12.**

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
WVO
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.

GRETCHEN ATWOOD

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

gretchenatwood@gmail.com
(415) 305-2704

www.gretchenatwood.com

CONSULTANT 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 with rebates.
 - Established UX design direction for large-scale site redesign for Wells Fargo.
 - UX designer on large-scale site redesign for Intel.

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 created 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.