RODHMIR LABADIE

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SUMMARY

Product Leader and founder with over 15 years of experience leading cross-functional teams through the software development life cycle, utilizing design thinking to deliver both consumer-facing and enterprise-grade products. Strategy leader in product management and user experience, including internal support, user onboarding, sales strategy, and product validation.

QUALIFICATIONS SUMMARY

Business	Product Management, SaaS/Enterprise Software, Customer Interview, Business Intelligence, B2C
Software	Trello, Jira, Asana, Sketch, Figma, InvisionApp, Monday, Smartsheet, MIRO
Design	Design Systems, Design Thinking, UX Design, UI Design, Mobile Design, Design Frameworks
Technology	HTML, CSS, JavaScript, PHP, Rails, MySQL,Python, JSON, Git, React, TensorFlow, Machine Learning, Large Language Models
Strategy	Prioritization Frameworks, Agile/Kanban, Product Release, Innovation, Software Development Lifecycle, Product Roadmap, Lean Startup, Experimentation, Growth
Other	French

EXPERIENCE & ACCOMPLISHMENTS

Fortylaunch   New York, NY, 2017 – Present

FOUNDER / FRACTIONAL HEAD OF PRODUCT

Founded a firm that is a full-service product consulting and advisory firm focused on partnering with organizations that are early in their product lifecycle. We leverage low-code and no-code solutions to support MVP validation, market research, early-stage road mapping, hiring support, prioritization, and technical planning.

nowsta   New York, NY, 2022 – 2022

PRODUCT LEAD / INTERIM HEAD OF PRODUCT (TEND)

- Launched an internal SDK that integrated 280,000 gig workers into the marketplace ecosystem and increased order fulfillment by an estimated 20%.
- As an interim Head of Product for mobile, client, and admin products during a business unit acquisition, I successfully managed the product while collaborating closely with CX and Operations teams. Improving the quality of order staffing by 25%.
- Led cross-functional teams and successfully implemented SCRUM methodology to enhance collaboration and achieve quarterly objectives.
- Managed the development of user experience and product management initiatives across diverse stakeholders, including venues (B2B), staffing agencies (B2B), and gig workers (B2C), ensuring alignment with their respective needs and business requirements. Enabling the team to build 0-1 features led to a 33% increase in order fulfillment.
- Led a world-class team of 10 engineers and designers that worked on the Tend Recruitment and Staffing Platform to integrate workers into the nowsta marketplace.

eko   New York, NY, 2021 – 2022

SENIOR PRODUCT MANAGER, STRATEGY

- Drove alignment between team efforts and strategic goals and gain senior leadership buy-in, driving product initiatives. Successfully facilitated research and prioritization workshops for e-commerce strategy, resulting in a 30% increase in customer acquisition and a 15% growth in market share.
- Identified market opportunities and drove product and feature development, resulting in a 10% increase in new customer acquisitions over 90 days and a 20% boost in revenue from new markets in the first quarter.

- Built and led an experimentation program to impact user experience while establishing a cross-functional experimentation process leading to a 10% lift in conversion.
- Executed B2C and B2B e-commerce strategies, driving a 25% revenue increase from B2C channels and a 20% revenue growth from B2B partnerships.
- Provided senior leadership and legal team with quarterly updates to present to the board on growth strategies and success metrics to track revenue goals.

TuneCore   New York, NY, 2018 – 2020

SENIOR PRODUCT MANAGER, PAYMENTS

- Launched a new global payment gateway integration to enhance security, reduce financial risk, and improve efficiency resulting in paying out $500MM to artists globally to date.
- Drove B2C market expansion through marketing and internationalization efforts, resulting in a 30% growth in the international customer base and a 20% increase in revenue from new markets. Coordinated cross-functional teams to successfully launch TuneCore India, supporting the expansion efforts into a new market.
- Managed and supported a team of product managers and designers to create and validate testable assumptions to drive user acquisition and retention. These efforts led to a 20% increase in customer acquisition and a 15% improvement in customer retention rates.
- Launched an experimentation program to drive machine learning adoption in user-generated content and utilized ETL and SQL tools for data-driven decision-making and insights. Leveraging Optimizely to run A/B tests on top of Rails/React (including HTML and CSS). This led to an increase of 33% inbound feature requests being validated every sprint.

KPMG   New York, NY, 2017 –2018

MANAGER, PRODUCT MANAGEMENT

- Led product strategy, development, and SCRUM/AGILE implementation for experimental enterprise software, decreasing ad-hoc meetings by 33% and a 50% increase in client call resolutions.
- Defined the business strategy for Third Party Risk Management products that supported Fortune 50 companies. Managed over 10,000 suppliers through the platform across 48 countries, excelling in stakeholder management, communication strategies, and P&L management. Developed a comprehensive product roadmap for expanding the existing offering to a broader market segment.
- Integrated Natural Language Processing models into the product, improving risk scoring and reporting quality.
- Led product development efforts to evolve features and establish product-market fit, leveraging insights from subject matter experts. Utilized machine learning techniques for scoring, decay, multi-tenancy supplier vs manufacturer, and addressing geopolitical risks.

Ovationtix (Theatermania.com)   New York, NY, 2014-2017

SENIOR PRODUCT MANAGER, E-COMMERCE & CRM

- Created the product strategy and vision and led the development of the OvationTix CRM for fundraising development program and tooling. Led customer interviews, authored product requirements, and developed wireframes. Over 1MM patrons were captured within the CRM platform to date.
- Launched a global saas e-commerce platform that served multiple institution types led to an increase in mobile ticket sales by over 50%. Improved transaction performance led to a reduction in box office wait times by 25%. Relaunched experiences drove $10MM in annual revenue.
- Determined market viability and made recommendations to leadership based on research and industry trends across different products and versions for potential market success conducting 100+ hours of customer interviews

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EDUCATION

Bachelor of Science, College of Arts & Sciences

Sacred Heart University, Fairfield, CT   Class of 2006