

RACHEL RUTHERFORD

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Consumer product leader with 15 years building products where personalization drives the experience, from visual discovery platforms to AI-powered consumer products. Track record in shipping where the product must serve both consumer engagement and partner or advertiser value. Signature strength in taking what's working and expanding it: turning single products into multi-product portfolios, scaling organizations from founding teams to 30+, and leading through the ambiguity of building with emerging technology on hard deadlines.

Check out my Pinterest prototype: pinterest-concept.rachelaubrey.com

EXPERIENCE

Head of Product | Remento

February 2024 – July 2025

AI-powered memoir platform. Sole product leader for subscription consumer product with two-sided user model (adult children purchase, elderly parents use).

- Drove 25x user growth from 6,000 to over 150,000 customers through landing page optimization, pricing strategy, CRM overhaul, and product-led growth initiatives
- Shaped LLM-generated content through user research with adults aged 70+, designing personalization rules that made AI outputs sound like a storyteller's authentic voice
- Built subscription infrastructure from scratch: designed renewal strategy, achieved 40-50% renewal rate
- Increased conversion 22% through checkout flow optimization; improved engagement 15% through user research insights

Chief Product Officer | BEGiN Learning

January 2021 – August 2022

Consumer subscription EdTech platform for families.

- Led 30-person product and design organization, scaling platform to 100,000+ subscribing families
- Shifted business from a single \$9.99/mo app to a multi-product membership model centered on customer lifetime value, increasing ARR and MRR through new pricing tiers and product expansion
- Increased retention by creating a parent dashboard connecting purchasers to child learning progress
- Integrated 3 acquisitions (CodeSpark, Kidpass, Little Passports); CodeSpark specifically extended customer lifetime beyond the age 6 drop-off
- Led Sesame Workshop partnership, creating a physical-digital subscription box focused on social-emotional learning

VP of Product | September 2018 – January 2021

- Joined via Seedling acquisition
- Led company's product expansion strategy into physical products and additional apps for families

Chief Product Officer | Seedling

January 2016 – September 2018

Physical-digital hybrid products for young children. Led 20-person product team competing with Hasbro and Mattel in major retail.

- Created and shipped 100+ SKUs reaching retail distribution across Target, Best Buy, Nordstrom, and Apple stores worldwide
- Pioneered world's first augmented reality teddy bear (Parker), launched in Apple stores globally, winning 2017 PAL Award and Tillywig Brain Child Award
- Designed cross-functional framework enabling physical product, digital, and supply chain teams to collaborate on rapid, iterative launches

Head of Product, Co-CEO | Pose

November 2011 – May 2015

Fashion social network scaled to 4M+ users and successful acquisition.

- Built visual discovery feed personalized through taste-based curation and influencer selection, scaling to 4M+ active users
- Built peer-to-peer commerce engine enabling users to shop directly in the app, creating new revenue streams beyond advertising
- Developed one of the first influencer marketing products, pioneering creator monetization features
- Directed product roadmap and UX strategy for web and mobile platforms; led iOS and iPad apps to Apple "App of the Week" and "App of the Day" recognition
- Became Co-CEO in April 2014, leading the company to acquisition

Product Manager | Whalerock Industries (formerly BermanBraun)

February 2010 – November 2011

First product management role at digital media company.

- Led product development for MSN's women's lifestyle website (Glo.com) from concept to launch. Site visited by millions of visitors, driving page views for ad revenue
- Managed partnership with AOL/Huffington Post to launch three large-scale content sites

EDUCATION

Oberlin College | BA, Cinema Studies, Theater Arts | Phi Beta Kappa

AWARDS & RECOGNITION

2016 Tagie Award for Digital Toy or Game Designer Innovator of the Year, 2017 PAL Award (Play Advances Language), 2017 Tillywig Brain Child Award, Apple's App of the Week & App of the Day