

Lisa Louvar

Senior Product Manager

lisalouvar@gmail.com • (385) 592-9020
<https://www.linkedin.com/in/lisalouvar/> • Cedar Hills, UT 84062

Senior Product Manager with a track record of building scalable B2B SaaS platforms for complex, data-heavy domains, spanning high-growth startups and global enterprises. Skilled at leading cross-functional teams to drive meaningful business outcomes throughout the full product lifecycle, from 0→1 builds to mature enterprise products. Leverages technical fluency and deep UX expertise to turn complexity into intuitive, high-impact products that grow revenue and reduce operational debt. Applies generative AI tools to synthesize user research, accelerate prototyping, and sharpen strategic prioritization — compressing discovery cycles without sacrificing rigor.

Areas of Expertise

- Technical Product Management
- Enterprise SaaS & B2B Platforms
- UX Research & Interaction Design
- Product Roadmap Development
- Product Analytics & KPI Tracking
- Team Building & Leadership
- API & Data Architectural Fluency
- Data-Driven User Insight Synthesis
- Rapid Prototyping & Concept Validation
- Revenue Growth & Profitability
- AI-Enhanced Product Workflows
- 0→1 Product Development

Professional Experience

Senior Product Manager, Vehicles | eBay Motors (Populus Group)

2023 — 2026

Led Showroom, a next-generation B2B vehicle inventory, listing, and leads platform powering 77% of all vehicle listings on eBay, driving \$14M ARR in subscription revenue. Migrated 450+ existing subscription dealers without disruption while scaling the platform to 1,100 total dealers and \$1.4B in inventory. Drove alignment across distributed engineering teams, domain SMEs, and business stakeholders to define success metrics, prioritize roadmap initiatives, and translate complex operational requirements into streamlined workflows and growth-ready product capabilities.

- Eliminated \$1.2M in seller credits annually by identifying and resolving critical workflow issues.
- Boosted C2C net revenue per listing by 5% and reduced ongoing development costs by consolidating two seller experiences.
- Delivered a scalable infrastructure supporting enterprise dealers, driving higher-quality inventory and increasing per-listing value 2.7x (~\$24.7K ASP vs. ~\$15K baseline).
- Improved defect resolution 12x (20.3 → 1.8 days median close) and reduced defect generation 4.4x (0.36 vs. 1.57 bugs per story), driving nearly 5x more GMV per assigned resource (\$5.96M vs. \$1.20M) — while subscription cancellations declined 41%.
- Cut discovery-to-handoff time ~55% by leveraging AI tools to analyze customer feedback, define priorities, generate requirements, and deliver development-ready designs.

Director of Product | Import.IO (ACQUIRED)

2021 — 2022

Led product development for a data extraction platform, delivering scalable, API-driven integrations for enterprise customers. Translated complex customer requirements into configurable workflows, improving data accuracy and reliability across large-scale datasets. Partnered cross-functionally with Engineering, Design, and GTM teams to ship features driving customer adoption and supporting high-volume data operations.

- Grew account success for portfolios valued at \$100K–\$1M by setting strategic priorities and accelerating delivery of reliable, high-impact web data.
- Improved delivery speed and quality by 50% by instilling Agile frameworks and coaching product and engineering teams in outcome-focused practices.
- Trimmed operational expenses 25-30% by leading initiatives to reduce infrastructure costs.

VP of Product, Product Strategist | Mozenda, Dexi.IO (ACQUIRED)

2019 — 2021

Achieved 100% year-over-year growth by aligning cross-team efforts around a forward-thinking roadmap that evolved the platform to support enterprise-scale use cases. Increased customer retention by improving usability, data accuracy, and reliability.

- Drove data-informed product decisions by planning and conducting customer interviews, consolidating findings into a centralized, accessible system, and translating insights into prioritized development themes.
- Built Mozenda's documentation and training video library, cutting inbound support call volume by 70% and freeing resources to move into billable services, reducing support overhead costs by \$220K+.
- Designed and developed a modern React front-end for Mozenda's workhorse backend, enabling non-technical customers to extract, transform, and publish web data without writing custom scripts.

Delivered optimized user interfaces by aligning design with end-user needs and expectations. Partnered with engineering, product management, and UX leadership to craft unified, impactful user experiences. Directed product roadmap, prioritizing features and enhancements to maximize customer satisfaction. Defined success criteria and KPIs with stakeholders.

- Transformed the administration experience of SaaS tool used by 80% of the top 50 U.S. cities, optimizing usability and efficiency.
- Doubled development team velocity by refining story clarity and setting precise acceptance criteria.
- Increased customer touchpoints by 100%+ YoY, streamlining feedback processes to drive actionable insights and strategic decisions.

Lead, Senior User Experience Designer | PeopleKeep

2015 — 2017

Deployed integrated solutions that elevated user feedback loops, enhanced data insights, and optimized customer support efficiency. Constructed a live-sync design system with production CSS to streamline development processes.

- Launched a fully responsive web app tailored to SMB health benefits, improving usability for business owners and their employees.
- Achieved 85% first-time reimbursement approvals and lifted NPS by 46 points through intuitive claims experience design.

Lead, User Experience Designer III | ADP AdvancedMD

2012 — 2015

Improved design output by mentoring a high-performing UX team. Enhanced product design using user research, testing, and evaluations. Aligned design with goals by collaborating with product, development, and business teams. Communicated design concepts through wireframes, prototypes, and high-fidelity visuals.

- Introduced HIPAA-compliant iOS clinician UIs, a responsive patient portal, and e-prescription features, accelerating deployment of SaaS healthcare tools.
- Delivered \$400K innovation roadmap by orchestrating cross-functional product strategy and opportunity mapping.
- Slashed development cycle time and elevated UX consistency by architecting a scalable CSS design framework.
- Secured three patents through pioneering contributions to mobile-first healthcare provider interfaces.

Senior Product Manager | Adaptive Computing Enterprises

2010 — 2012

Coordinated with architects to define and prioritize technical delivery of high-impact features. Optimized product quality by establishing repeatable processes, including data-driven personas and scenario-based design. Facilitated communication across cross-functional teams to elevate product performance and client satisfaction.

- Led Agile UX initiatives for HPC and private cloud products, elevating support for Fortune 50 clients.
- Saved over \$10M for a Top 5 bank in the first year of implementing the private cloud solution.

Additional Experience

Lead, Principal Human Factors Engineer, LANDesk/ Ivanti
Group Manager, Human Factors, Intel

Education

Bachelor of Science | Brigham Young University

Licenses & Certifications

AI tools training (eBay) | Product-Led Certification (Mind the Product/Pendo) | Scrum Certification (Agile Learning Labs) | Leaders of Awesomeness (Spool) | Agile Product Management (Patton) | Managing within the Law (Intel) | Cooper Interaction Design Practicum (Cooper and Goodwin) | InContext Contextual Design Process (Beyer and Holtzblatt) | IBM Programmer Development (Silicon Valley Lab, CA)

Technical Proficiencies

Generative AI—ChatGPT, Claude, Glean | Jira, Confluence | Project and roadmap tools | Miro, Lucidspark | Adobe CC | Figma, Magic Patterns, Sketch | Design systems | Invision, Zeplin | Design systems | Tableau, Amplitude | Zapier | Asana, Monday.com | Airtable, Excel | Programming: SQL, HTML, CSS, JavaScript | Angular, React, Storybook | Document 360, RoboHelp | Google Workspace, MS Office 365 | Intercom |