

# Katie Merth

Product Leader

Fractional Exec · Interim Leadership · Coaching · Team Augmentation

Remote + Nashville, Tennessee

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## ABOUT

Servant leader with nearly 2 decades experience building software solutions with a focus on product, people, systems and operations.

I'm especially passionate about fostering a collaborative environment where individuals feel inspired, supported, and valued for their unique skills and perspectives so that they can do their best work.

## EXPERIENCE

### Independent Product Consultant

Current

I am currently open to conversations about: interim product leadership, coaching product team members and emerging people leaders, improving/implementing product operations, augmenting product teams with additional product discovery capacity and/or product delivery.

### Groups360, Director, Product Development

Nashville, TN June 2021 - August 2021

Groups360 is on a mission to make group travel easier and more transparent. During my time at Groups360, I led a product discovery initiative for the B:B marketplace product and spearheaded a product delivery turnaround effort, working with a cross functional team of 8 across 3 time zones.

### Kindful, VP, Product Development

Nashville, TN 2015 - April 2021

Kindful is a SaaS company that provides donor management software to nonprofit organizations. With integrated online fundraising tools, dozens of integrations, and an open API, Kindful helps nonprofits gather their data in one place so that they can save time and raise more money for their missions.

I joined Kindful during the transition from validation of product-market fit into a phase of high growth. During my tenure, Kindful quadrupled in headcount and grew revenue and customers more than 500%, culminating in an acquisition by Bloomerang (backed by JMI Equity) at the beginning of 2021.

## SKILLS

People Leadership

Coaching & Mentorship

Product Management

Program & Project Management

Agile-flavored Software

Development

Strategic Planning

Prioritization

Process creation & improvement

Product Discovery

Product Delivery

## EDUCATION

### Austin Peay State University

BS, Computer Science and

Mathematics

I've been fortunate to have had the opportunity contribute to the success of this special company in many ways:

- **People Leader:** Grew product development from 5 to 20+ people. Directly managed people managers, engineers, quality assurance, analysts, product managers and designers. Recruited, onboarded, mentored and coached team members, achieving high employee retention.
- **Product Management:** Evangelized the product vision, created a collaborative process to regularly solicit internal product feedback, created product roadmaps, plans, and processes. Drove execution to a very high rate of successful delivery that has served as the strong product foundation for Kindful's high customer retention, and continued year over year revenue growth.
- **Process Creation:** Introduced quality assurance, project management, product management, production support and software development lifecycle (SDLC) process and systems. Introduced billing & collections processes, performance review, recruiting, hiring, employee onboarding and offboarding processes.
- **Services Program Creation:** Created a data services team to handle importing customer's data during the onboarding process.
- **Management:** Creating, stewarding, and evangelizing regular communication cadences, reporting processes, goal setting and performance review processes and knowledge repositories to improve alignment and foster a culture of transparency, communication, and excellence.

### **Product Development Consultant**

Nashville, TN 2014 - 2015

I worked with a partner and together we took on several mobile and web-based software projects. I performed product and project management, managed our finances and our 6 subcontractors, ensuring that all of our projects were delivered on time, within budget, with high quality.

### **Deloitte, Manager, Business Systems Analysis**

Nashville, TN 2013 - 2015

I led business analysis and quality assurance on an iPad application in the Mobile Channel in Deloitte Application Studios. Our iPad application and accompanying administrative website are used in sales pursuits by the Deloitte Consulting group. Our design, development, and quality assurance teams were located overseas.

### **digiChart, Business Analyst**

Nashville, TN 2012 - 2013

digiChart provides software solutions targeted to OB-GYN clinics.

#### Key Contributions:

- Introduced a Scrum development process and drove team adoption
- Created software specification templates, a process for communicating specifications and changes to a team of 5-6 developers and 4 QA (quality assurance) testers, a process for keeping documentation current across sprints
- Extracted business requirements from subject matter experts
- Lead sprint planning, created & maintained product backlog
- Created functional specifications and wireframes

#### **New Mexico State University / USDA-ARS, Programmer Analyst**

Las Cruces, NM 2011 - 2012

I worked for a USDA-ARS scientist, responsible for building [a website](#) in an effort to make easily accessible ~1500 ecological datasets spanning decades from 50+ different research sites around the world.

Responsibilities included requirements gathering, defining scope, user interface design, project management, tracking, coding, and quality assurance. Tech stack included Linux / Apache / MySQL / Python and Django, JQuery, and Google Maps. I also directed the work of 3 student workers assisting with database loading (ETL) and quality assurance.

#### **Moontoast, Product Management and QA**

Nashville, TN 2009

I introduced an agile software development process, product management and quality assurance processes for a cross-functional team of 6 at Remarkable Wit, which was acquired by Moontoast later in the year.

#### **Edgenet, Multiple Roles**

Nashville, TN 2001-2009

Edgenet was recently acquired by Syndigo. Edgenet provided complex configuration software to the building products industry (customers such as Home Depot, Lowes, Pella, Andersen Windows).

##### Product Manager

2007-2009

In addition to continuing to coordinate with internal and outsourced resources across 3 time zones, I also participated in the company's transition to agile development processes.

##### Sr. Product Analyst

2005-2007

I joined the Product team during Edgenet's evolution to a "product company". During this time, I also managed relationships with overseas, outsourced development and QA resources.

##### Product Knowledge Engineer

2001-2005

This was a customer-facing implementation role.