

Laura Schoichet

Product Executive | Founder | Engineer | Designer

San Francisco Bay Area, CA (PST) | Laura@Schoichet.com | (312) 882-9795

Portfolio: lauraschoichet.com | LinkedIn: linkedin.com/in/lauraschoichet

Summary

Founder and multidisciplinary product leader. Recognized for bringing clarity to complex problems, building strong cross-functional partnerships, and enabling rapid learning through experimentation. Recent work focuses on specification-driven, AI-native product development practices.

Highlights

- Founded and scaled a product consultancy into a 20-person multidisciplinary team serving startups, marketplaces, ecommerce brands, and enterprise clients.
- Doubled subscription revenue for a fintech client by implementing a product-led growth model, building marketing and sales automation workflows, running a customer discovery program, and aligning stakeholders on customer lifecycle metrics.
- Grew premium subscription product customer base from 2,000 to more than 7,000 in less than two years by redesigning activation, testing product offerings and pricing, and identifying critical product feature improvements.
- Secured \$11.6M in enterprise renewals by aligning modernization initiatives with measurable customer outcomes.
- Launched and operated a niche ecommerce marketplace from concept to complete inventory sell-through, owning every aspect of product strategy, acquisition, merchandising, payments, fulfillment, and customer lifecycle.

Key Professional Experience

EY

San Francisco, CA

Group Product Manager

October 2023 – Present

Leading product strategy across a multi-application licensing platform.

- Led and mentored a team of 5+ product managers across multiple platform initiatives, driving alignment across engineering, operations, design, and executive stakeholders, and reducing time to requirements from months to weeks or days.
- Built Figma and Replit prototypes and MVP webapps to rapidly validate product concepts, gather customer feedback, and reduce investment risk before full-scale development.
- Partnered with executives, engineering leadership, architects, and operations teams on platform strategy, investment priorities, and customer experience improvements across multiple enterprise initiatives.
- Tripled release cadence and improved partner confidence by restructuring product requirements, introducing RFC-based collaboration processes, and strengthening engineering collaboration.
- Helped secure \$11.6M in combined client contract renewals and expansions by identifying strategic product opportunities and aligning modernization initiatives with agency business objectives.
- Authored product strategies, 8090 Software Factory requirements, and technical specifications that clarified complex system behaviors, streamlined decision-making, and reduced implementation ambiguity for internal and external projects.

Funnychord

San Rafael, CA

Founder & Head of Product

May 2012 – September 2023

Distributed product studio serving ecommerce brands, digital marketplaces, and small businesses.

- Founded and led a product studio, partnering with startups and established businesses to identify market opportunities, validate product ideas, and build digital products from concept through launch.
- Led customer discovery with founders, business leaders, and end users to uncover unmet needs, validate product-market fit, and shape product strategy before engineering investment.
- Designed and optimized end-to-end marketplace growth systems spanning acquisition, discovery, checkout, payments, onboarding, retention, and analytics instrumentation.
- Launched and operated a niche marketplace, owning strategy across acquisition, discovery, merchandising, checkout, payments, retention, and marketplace growth.
- Achieved full inventory sell-through (100% GMV) by optimizing product discovery, pricing strategy, and customer engagement, reducing friction across the buyer journey and increasing repeat purchases and customer retention.
- Defined pricing, service offerings, and go-to-market strategy while overseeing business operations, customer relationships, and long-term growth.

Nuvalence

Troy, NY

Senior Product Manager

October 2023 – April 2024

Digital platform and AI product development company acquired by EY in April 2024.

- Stabilized high-risk enterprise delivery programs by replacing reactive roadmaps with structured prioritization and cross-functional alignment across engineering, operations, and client stakeholders for highly-regulated systems.
- Won company-wide innovation pitch competition and developed an AI-native product concept using LLM-powered document intelligence, structured workflow automation, rapid prototyping, customer validation, and opportunity assessment.

GoPro

Senior Product Manager, Growth

San Mateo, CA

June 2022 – September 2022

Consumer electronics and media management software company known for action photography.

- First dedicated growth product manager hired to establish a growth practice across software subscription products.
- Established foundational growth roadmap, advised on growth best practices and departmental alignment, consolidated experimentation initiatives, and identified subscription business opportunities.
- Partnered across product, design, and subscription teams to identify friction points and improve customer lifecycle strategy.

Market Rebellion

Director of Product, Marketing Operations & Ecommerce

Chicago, IL

August 2016 – May 2022

Fintech subscription platform & trading community founded by CNBC on-air personalities.

- Scaled premium subscription business from 2K to 7K+ accounts (\$3K–\$15K ACV) by launching product-led growth initiatives, redesigning onboarding flows, simplifying purchase flows, and introducing new subscription product offerings and tiers.
- Owned the end-to-end self-serve subscription funnel across acquisition, onboarding, activation, pricing experiments, subscription conversion, expansion opportunities, and retention.
- Doubled year-over-year subscription revenue through structured pricing experimentation across acquisition channels, conversion funnel optimization, and lifecycle marketing automation.
- Owned business outcomes and established KPIs and success metrics for multiple subscription products, balancing testing velocity with customer experience quality and long-term revenue growth.
- Built and launched subscription onboarding and purchase processes to reduce friction for first-time customers and accelerate activation.
- Identified new commerce and monetization opportunities by analyzing customer behavior, conducting user interviews, and tracking competitive market trends.

OptionsHouse

Creative Lead & Web Experience Manager

Chicago, IL

July 2015 – May 2016

*Options trading brokerage acquired by E*TRADE for \$725M in 2016.*

- Served as cross-departmental communicator between marketing and technology teams, resulting in clearer project objectives and alignment with engineering.
- Led front-end web development for company website and marketing funnels, created high-fidelity HTML prototypes, and led mobile-first transition of corporate marketing website and migration to HTML5 animated advertising.

Tribune Publishing

UX Developer & Software Engineer

Chicago, IL

May 2010 – November 2014

National publishing and media company.

- Developed and shipped enterprise publishing platform features in Java and PHP across major national media properties.
- Led full stack development for corporate website redesign supporting IPO readiness.
- Collaborated directly with company leadership and media stakeholders for special projects.

Core Competencies

Product Leadership: Product Strategy • Portfolio Leadership • Executive Communication • Cross-functional Leadership

Growth: Product-Led Growth • Monetization • Pricing • Experimentation • Activation • Retention

Discovery: Customer Discovery • User Research • Rapid Prototyping • Figma • Replit • Adobe Creative Suite

Execution: Specification-Driven Agentic Development • 8090 • Cursor • Analytics • Product Engineering

Education & Credentials

MBA – Quantic School of Business & Technology

Washington, DC

Specialization in Strategic Leadership, Entrepreneurship, and Managing Software Development

Bachelor of Arts (BA) – Indiana University

Bloomington, IN

Individualized Major Program with Honors, Ruth N. Halls Fine Arts Award

FAA Part 107 Certified Remote Pilot

US Patent 10,480,818 (Immersible System)

Special Projects

Bay Area Metal Detecting Association Directory – AI-native, server-first Next.js app for membership management

Semi-Finalist, Quantic Moonshot Competition 2023 – Consumer electronics product design and business plan