

Liana Leahy

With years of software development and team building experience,
I bring strong leadership and deep technical knowledge to my product management roles.

(617) 620-6596 | lianaleahy@gmail.com | www.linkedin.com/in/lleahy

SUMMARY

Software engineer turned product leader with proven ability to execute product vision and strategy for complex technical products, building and scaling platforms from concept to launch.

DIRECTOR OF PRODUCT MANAGEMENT | Woebot Health, Boston | August 2023 - present

PRINCIPAL PRODUCT MANAGER | Woebot Health, Boston | January 2022 - August 2023

Woebot Health provides an AI-powered relational agent for anxiety and depression. Awards include TIME100 AI List (2023), MedTech Breakthrough Award (2023, 2024), Chair of the Board, Andrew Ng.

- Spearheaded efforts across engineering, clinical partners, and content writers to develop and optimize an AI chatbot (B2C) leveraging agentic workflows and advanced NLP, LLM, and AI technologies.
- Developed and scaled the Enterprise product division (B2B2C), building a secure, scalable platform targeting integrations, reporting, account management, identity, and data privacy. Achieved 40% growth in activations and 43% clinician referral rate through collaborative customer partnerships.
- Guided the development and launch of a new reporting product, providing sales with a valuable add-on that generated important new revenue streams.
- Created secure data sharing (APIs, SFTP, pipelines) for partner integrations, preserving data integrity and privacy. Implemented Datadog monitoring and alerting for platform stability and proactive risk identification.
- Ensured ethical development and deployment of our AI chatbot, adhering to HIPAA, GDPR, and SOC2, with robust design controls for user privacy and safety.
- Led cross-functional teams in an agile environment, utilizing tools like Figma, Asana, and Confluence. Developed wireframes, product requirements, and successfully launched key product features.

SENIOR PRODUCT MANAGER | Indigo Ag, Boston | September 2019 - January 2022

Indigo Ag improves grower profitability, environmental sustainability, and consumer health through the use of natural microbiology and digital technologies.

- Led the design and implementation of a comprehensive identity and access management (IAM) platform, securing access to sensitive data and applications across multiple product lines.
- Influenced executive decision-makers to align with strategic objectives and secure resources for IAM platform development.
- Partnered with multiple product and engineering teams, each with unique stakeholders, to deliver integrated identity and access management solutions, navigating diverse needs.
- Facilitated complex technical discussions and translated business needs into actionable development plans, effectively communicating with technical and non-technical stakeholders.

SENIOR PRODUCT MANAGER | Customer Technology @ MBTA, Boston | April 2018 - September 2019

Customer Technology is the gov tech incubator space for innovation within the MBTA bringing new ideas, modern standards and a user-centered approach to technology on the T. MBTA.com reaches 15M+ MAU.

- Led the development and implementation of a data-driven product roadmap for MBTA.com rider tools, resulting in a 26% increase in Net Promoter Score (NPS) and 9% growth in daily active users.
- Championed user-centered design principles and data analysis to inform product decisions and prioritize features for MBTA.com, leading to significant improvements in user experience.
- Developed and executed a customer-centric organizational strategy for the Customer Technology Department (CTD), aligning its goals with the broader MBTA agency vision.
- Mentored web staff and product managers, fostering high-performing teams and promoting professional development within the CTD.
- Secured industry recognition for innovation in government and civil service, including a 2019 Webby Honoree award for MBTA.com.

PRODUCT MANAGER | MeYou Health, Boston | October 2013 - April 2018

SOFTWARE ENGINEER | MeYou Health, Boston | February 2013 - October 2013

MeYou Health provides a SaaS well-being platform offering a variety of interventions that use “open social” and game mechanics to encourage healthy behaviors every day.

- Spearheaded the architecture and launch of a comprehensive wellness platform, integrating third-party systems and centralizing identity across multiple products to create a seamless user experience, scaling the platform to support new product offerings.
- Spearheaded the development of a new platform optimizing counselor workflows, leading to a 28% increase in counselor efficiency and 8% improvement in user engagement.
- Drove cross-functional teams to build a platform that resulted in a 12% increase in conversion rates and enjoyed long-term engagement of 74% at 90 days post signup.
- Secured NCQA certification for an internally developed health risk assessment, demonstrating the platform's adherence to quality standards and ensuring credibility with clients.
- Transitioned from a software engineering role to product leadership, leveraging deep technical understanding to guide product strategy and development from the platform's inception.

APPLICATION ENGINEER | WeSpire, Boston | January 2012 - February 2013

Practically Green (now WeSpire) is a SaaS platform integrating game mechanics based on the science of behavior to drive sustainability programs through small actions

- Played an integral role in a small engineering team (3-5 members) that executed a complete codebase rewrite of the WeSpire platform in a highly accelerated time frame.
- Developed and deployed key Ruby on Rails features across all phases of the rewrite (design, development, and launch), significantly improving the user experience.
- Ensured uninterrupted service and maintained existing site stability throughout the complex codebase transition, preserving customer satisfaction and revenue generation.
- Collaborated closely with the small engineering team to design, implement, and quickly master new technologies during the fast-paced rewrite, to improve architecture, performance, and scalability.

PRINCIPAL SOFTWARE ENGINEER | DisruptorBeam, Southborough | April 2011 - December 2011

DisruptorBeam is a social game publisher focused on the world of roleplaying where applications receive millions of hits per day, and databases process thousands of transactions per second.

- Designed, developed, and deployed highly scalable social media games on the Facebook platform, supporting millions of concurrent users and high transaction volumes.
- Optimized game performance through database query enhancements and asset rendering improvements, significantly enhancing gameplay for millions of concurrent sessions.
- Collaborated effectively with a geographically distributed team to deliver and maintain key game features within a fast-paced, ever-changing social media environment.

SENIOR SOFTWARE ENGINEER | RBM, Cambridge | March 2010 - April 2011

RBM (now OneDoor) helps some of the world's largest retailers lower costs and increase revenue by transforming the way they manage in-store merchandising and marketing.

- Developed and implemented features for a high-availability telecom web application, from design to client acceptance.
- Collaborated with Launch Academy's Dan Pickett to implement an effective engineering training program.
- Created and delivered compelling sales demonstrations to marketing leadership.

SENIOR SOFTWARE ENGINEER | Berkman Center @ Harvard | November 2006 - March 2010

Berkman is a research center at Harvard University focusing on the study of cyberspace and policy issues.

- Drove the product vision, design, and execution of the StopBadware Clearinghouse, a Vint Cerf-supported anti-malware initiative, now a standalone non-profit, demonstrating leadership in a critical online safety domain.
- Led the technical development of the Clearinghouse application, working closely with Google leadership to enable user reporting of malicious sites and contribute to global malware mitigation efforts.
- Collaborated with key industry partners (AOL, PayPal, Lenovo, VeriSign, and Consumer Reports) on malware management initiatives, fostering cross-industry collaboration.
- Founded and led a community group dedicated to expanding access to technical skills for women, showcasing a commitment to diversity and inclusion in technology.

EDUCATION

Smith College

Bachelor of Liberal Arts
Major: Computer Science
Minor: Theater

Harvard Professional Studies

Courses in Ruby on Rails, XML Development, and Advanced Website Development

Additional Coursework

Out of Pocket: Healthcare 101,
LLMs in Healthcare 101
Coursera: Generative AI for Everyone

SKILLS

- **AI & Machine Learning:** NLP, LLM, Model Evaluation
- **Data Management:** SQL, NoSQL, BigQuery, Data Warehousing, Business Intelligence, Preset
- **Software Development:** Ruby on Rails, Python, JS
- **Cloud Computing:** AWS, GCP
- **API Development & Integration:** Platform Integrations, API Development
- **Identity and Account Management:** RBAC, ABAC, OAuth 2.0, SAML 2.0, Auth0, Okta, Cognito
- **Security & Compliance:** SOC 2 Type 2 Preparation, Observability: Cloudwatch, Datadog
- **Product Management:** Jira, Trello, Asana, Agile/Scrum, Requirements Gathering, User Research, A/B Testing, Go-to-Market Strategy, Stakeholder Management, Cross-Functional Collaboration, SDLC, WCAG Inclusive and Accessible Product Design