

Rebecca North

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rebeccanorth.me

Work Experience

Microsoft • Product Manager 2

Sep 2022 - Present / New York, NY

Owner of the M365 acquisition flow in the Windows out of box experience. Leads growth strategy and KPIs for Consumer M365 + Copilot, M365 Basic, and Free M365. Steers top of funnel and in-app free engagement strategy and has increased Word, Excel, and PowerPoint desktop app MAU by 7% to date. Works with Data Science to improve metric dashboards and experimentation scorecards for acquisition and engagement data analysis. Developed a new engineering infrastructure to increase experimentation velocity while decreasing engineering costs, leading to an increase in subscriptions, conversion rate and LTV.

Microsoft • Product Manager

Sep 2020 - Aug 2022 / Redmond, WA

Oversaw projects leading a team of engineers and designers to ship features that create opportunities for growth. Managed experimentation efforts to optimize the UX of M365 offer pages, resulting in a 14% increase of consumer subscriptions in one year. Redesigned the M365 acquisition flows for Windows 11 which increased the percentage of active users with paid M365 subscriptions by 10%.

Microsoft • Program Manager Intern

June 2019 - Aug 2019 / Redmond, WA

Led a team of engineers and designers to create a personalized Office upsell experience in the Windows onboarding process, utilizing user intent.

SiriusXM • Customer Retention Marketing Intern

June 2018 - Aug 2018 / New York, NY

Analyzed data to strategically develop tactical campaigns to retain current users. Used competitive analysis research to improve streaming app and gain subscribers.

SNAP Wellness • Product Design Intern

June 2018 - Aug 2018 / New York, NY

Designed website, expanded customer database, and amplified user journey and experience focusing on strong design principles. Implemented an eCommerce flow.

Education

Cornell University • B.S. Information Science

Aug 2016 - Dec 2019 / Ithaca, NY

Concentration: UX

Minor: Business

Minor: Design and Environmental Analysis