KARA WILBECK

PRODUCT • DATA • SYSTEMS

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PROFESSIONAL OVERVIEW

Digital product leader who owns products from discovery through launch and iteration, and designs AI-enabled products and interactive prototypes that turn ideas into testable experiences. Combines product strategy, data, and systems depth to ship scalable digital products under resource constraints for regulated industries and fast-growing software organizations. Deep expertise in ecommerce and POS platforms, with a track record of doubling revenue through owned product roadmaps.

WORK EXPERIENCE

The Hemp Collect (Modern Herb Co)

Director, Data & Technical Systems | August 2025 - Present

- Owns the organization-wide digital product and data ecosystem, leading the Data & Systems team across the software stack, analytics, ecommerce administration, and web management, and setting the technical roadmap and initiatives.
- Prototypes new ecommerce features as clickable designs in Claude Design to validate concepts before development, oversees development through release, and builds features directly with Claude Code where it speeds delivery.
- Leads web development, system implementations, reconciliation/optimization projects, and process development.
- Maintains BigQuery data warehouse & its sources and connectors enforcing data best practices to preserve integrity.

Product Manager, Ecommerce | January 2025 - August 2025

- Managed all development, CRO, and SEO initiatives for B2C and B2B ecommerce sites for a rapidly scaling manufacturer and retailer.
- Implementation of net new features to increase AOV and conversions such as subscription plans, a loyalty & rewards program, bundles, and product upsells.
- Built a standalone B2B portal with selective data restricted to approved accounts, custom pricing catalogs, volume discounts, conditional fees, and integrations with inventory management and fulfillment platforms.
- Doubled monthly net sales, sessions, and customers in a 6 month period, an increase from ~$150K/mo to $300K+/mo.

Sawyer

Product Manager | June 2023 - September 2024

- Drove development of new features beginning with discovery and research, strategic goals and KPI identification, writing requirements, delivery management, and GTM strategy & release for SaaS activity & event booking platform.
- Projects included roster & waitlist redesigns, e-signatures, event ticketing, and significant platform improvements.
- Worked crossfunctionally in a Scrum environment with UX Design, Data, Engineering, Marketing, and CX teams, as well as company leadership to identify gaps and problems, develop strategic product solutions, and foster efficient development and release.

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WORK EXPERIENCE CONTINUED

Dutchie

Product Manager | April 2020 - June 2022

- Responsible for development and maintenance of over 100 API integrations between a SaaS ecommerce platform and third party softwares, with the goal of minimizing manual entry for users, enabling analytics, and providing a robust suite of tools to enhance the Dutchie core product.
- Ongoing contribution to the design and iteration of relational and object-oriented data models, supporting our core product as well as internal and external integration architecture.
- Feature team leadership including a collaborative relationship with design, engineering, and QA. Product roadmap ownership from ideation to launch, facilitation of scrum events, and management of execution and timelines.
- Development of success metrics and analytics to track feature adoption and usage.

EDUCATION

University of Vermont | Burlington, VT | BA	2009
Portland State University | Portland, OR | Certificate, Project Management	2017
Portland State University | Portland, OR | PMP Exam Boot Camp	2019

SKILLS, EXPERTISE & TOOLS

Product Strategy	Department Leadership	Product Analytics	Jira	Claude Design
Roadmap Development	Ecommerce & POS	SQL	Confluence	Claude Code
Agile & Waterfall Methodologies	WMS, IMS, MRP	BigQuery, Snowflake	Asana	Salesforce
Scrum	Integrations, REST API	Looker	Cin7	Notion
Product Requirements & Scope	AI-Enabled Prototyping	Amplitude	Productboard	Google Sheets
UX Research	A/B Testing	Power BI	Figma	Shopify
Product Documentation	Miro	Data Integrity	Slack	Quickbooks

RECENT PROJECT HIGHLIGHTS

- **2026 — Direct-to-Consumer Ecommerce:** Restructure of product data from individual product listings to parent products with nested variant options, intended to display the full array of options within each product line without requiring navigation to additional pages. Accompanied by redesigned PDPs including variant selectors, as well as a redesign of product cards displayed in carousels and collections to enable variant selection and add to cart.

- **2025 — B2B Ecommerce:** Built a standalone B2B portal on Shopify's native B2B features, integrations, and conditional logic, handling custom pricing catalogs, volume discounts, conditional fees, and approved-account data access, synced with inventory and fulfillment platforms.

- **2025 — WMS & IMS Platform Implementation:** Project management of a crossfunctional reconciliation and re-implementation initiative to utilize the Cin7 platform and maintain data integrity, coordinating requirement gathering, task management, SOP development, audits, and training across 8 departments.