

# RACHEL RUTHERFORD

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Consumer product leader with experience working on games and play products for kids at the intersection of physical and digital. Drives a data-driven product process, with an emphasis on outcome-based feature planning and a love for experimentation and fast iteration. Keeps the user at the center of the work, with fast prototyping and feedback cycles. Builds product teams from the earliest phase of new business lines and brings new products from concept to market.

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## EXPERIENCE

Fractional product leader | [Various](#) July 2025 - Present

*Defining product strategy, building feature backlogs, writing user stories, and prototyping first features for product launch. Currently working on:*

- Fynn: AI-powered family operating system. Leading product from zero to first release.
- Familiar: A personalized AI Agent experience. A more secure, user-friendly OpenClaw.

Head of Product | [Remento](#) February 2024 – July 2025

*AI-powered memoir platform. Sole product leader for a consumer subscription with a two-sided user model.*

- Drove 25x user growth from 6,000 to 150,000 users through go-to-market strategy, rapid experimentation toward product-market fit, and roadmap of 0-to-1 consumer product initiatives
- Improved weekly engagement 15% with a customer-driven roadmap, including 100+ hours of user interviews with adults in their 70s and 80s. Led SMS strategy and owned all CRM.
- Increased retention by tuning AI-generated story outputs
- Built subscription infrastructure from scratch: renewal strategy, pricing tiers, CRM, and activation flow design; achieved 40–50% renewal rate
- Integrated AI-driven workflows across the full PM lifecycle, cutting development time in half. Implemented scrum and agile process.

Chief Product Officer | [BEGiN Learning](#) January 2021 – August 2022

*Consumer subscription EdTech platform for families. 100,000+ subscribing families. HOMER Learn & Grow app in iOS and Google Play app stores.*

- Player-coach role defining the product vision and owning a learn-to-read mobile game with level-based progression and daily engagement loops.
- Managed team responsible for new game development. Increased activation 23% through a parent dashboard, diagnosed through hands-on user research and validated via A/B testing
- Led go-to-market strategy for Sesame Workshop partnership, taking a new physical-digital subscription product from concept through retail launch
- Owned KPI frameworks across activation, engagement, retention, and subscription conversion for a 250-person organization using OKR-based planning. Owned P&L.

VP of Product | [BEGiN Learning](#) September 2018 – January 2021

- Joined via Seedling acquisition; owned the product roadmap and led product expansion strategy into physical products and additional app verticals for families
- Created an online Activity Center for families in response to COVID, building personally as a side project in less than 3 weeks. Drove 10% increase in monthly retention.
- Implemented agile sprints and led a quarterly product roadmap for the first time at the company

Chief Product Officer | [Seedling](#) January 2016 – September 2018

*Physical-digital hybrid products for young children. Competing with Hasbro and Mattel in major retail.*

- Shipped 100+ SKUs through full product lifecycle management — concept, customer discovery, design, manufacturing, go-to-market, and retail activation across Target, Best Buy, Nordstrom, and Apple stores. Owned product roadmap for both physical products and digital apps.
- Designed hybrid physical and digital games that drove over \$5M in revenue. Shipped the world's first Augmented Reality teddy bear (Parker): \$2M+ in sales, Apple global retail placement, 2017 PAL Award and Tillywig Brain Child Award. Designed game mechanics built around a care loop, level-up system, and mini-game unlocks.
- Led IP and retail collaborations including a Disney property and a multi-season Target co-branded line.
- Built cross-functional framework for physical-digital product development enabling rapid, iterative launches across 40–50 simultaneous SKUs. Owned P&L.

Product Leader, Co-CEO | [Pose](#) November 2011 – May 2015

*Fashion social network, 4M+ users. Acquired in May 2015.*

- Drove 40% MAU improvement through data-driven iteration, personalization, and visual discovery features
- Built peer-to-peer marketplace and commerce engine inside the social network, proving ability to take complex 0-to-1 products from concept to launch in 6 months
- Developed one of the first influencer monetization products; led iOS and iPad mobile app to Apple App of the Week and App of the Day
- Advanced to Co-CEO; Owned P&L. Led company to successful acquisition

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## EDUCATION

Oberlin College | BA, Cinema Studies, Theater Arts | Phi Beta Kappa

Scrum Certified

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## AWARDS & RECOGNITION

2016 Tagie Award for Digital Toy or Game Designer Innovator of the Year | 2017 PAL Award (Play Advances Language) | 2017 Tillywig Brain Child Award | Apple's App of the Week & App of the Day