



Mishi Lis

PRODUCT MANAGER

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LINKS

mishilis.com

SKILLS

A/B Testing

Accessibility

Agile Methodologies

CMS

Data Analysis

Digital Marketing

Product Strategy

Roadmapping

Subscriptions

Technical Documentation

User Research

PROFILE

Experienced product leader specialized in creating innovative desktop and mobile solutions in startup environments, leading cross-functional teams, and driving growth for consumer-focused, subscription-based products.

EMPLOYMENT HISTORY

Product Manager at Goldman Sachs, New York, NY

January 2022 — January 2024

- Drove product roadmap and led cross-functional teams to build company-wide CMS, ensuring user-friendly and efficient digital experiences for authors.
- Conducted user research and testing to inform product development, ensuring alignment with user needs and business objectives.

Product Manager at Babbel, New York, NY

January 2019 — January 2022

- Led strategy of 5 subscription-based products with an annual revenue of \$1.1 million combined.
- Reworked the product strategy of "Babbel as a Gift" which resulted in a 125% year-on-year increase in sales and 225% in revenue.
- Led optimization efforts including A/B testing, web performance improvements, accessibility audits, SEO, and more.

Business Analyst at Netcentric, Munich, Germany

August 2016 — October 2018

- Defined, documented, and prioritized functional requirements focused on accessibility, user-centered design, and web performance.
- Elucidated product requirements with custom user flow diagrams, wireframes, user roles, user guides, and release notes.

EDUCATION

Anthropology at University of Florida, Gainesville, FL

2010 — 2015

3.8 GPA, Student Government, Honors College Board, Study Abroad in China, India, South Africa, Ecuador