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Nadia Rhee

Senior Product Manager

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Product manager with eight years shipping B2B and marketplace products, from first customer interview to launch and beyond. I turn messy problems into clear bets, keep engineering and design teams close to the people they build for, and measure success by outcomes rather than output.

Experience

2023 to now

Senior Product Manager, Larkspur Logistics

Chicago, Illinois

- Lead a team of 11 building the carrier marketplace that matches 9,000 loads a week with independent truckers.
- Launched instant quotes, lifting quote-to-booking conversion from 22 to 35 percent in two quarters.
- Introduced monthly customer councils and a shared discovery board used by three product teams.

2020 to 2023

Product Manager, Brightfold

Remote

- Owned onboarding and billing for a scheduling tool used by 40,000 clinics and salons.
- Redesigned self-serve setup, cutting time to first booking from three days to under four hours.
- Moved pricing from seats to locations, growing average revenue per account 18 percent.

2017 to 2020

Associate Product Manager, Copperline Software

Milwaukee, Wisconsin

- Shipped reporting and export features for a construction project management suite.
- Ran 60 customer interviews that shaped the company’s first mobile app.

Selected projects

Instant quotes

Pricing model and interface that quote a freight lane in under two seconds, using five years of booking history.

Clinic setup in a day

Guided onboarding with import from spreadsheets and calendars. Support tickets in the first week fell by half.

Product sense workshop

A six-week course for new PMs, run four times with 70 graduates across two companies.

Skills

Product

Discovery Roadmapping Pricing Experimentation Marketplaces

Data and tools

SQL Amplitude Figma Jira Looker

Leadership

Hiring Mentoring Stakeholder alignment

Education

MBA, Technology Management
Lakeshore School of Business, 2019 to 2021

BA, Economics
Prairie State University, 2013 to 2017

Also

Certifications
Certified Scrum Product Owner

Languages
English, Korean, conversational Spanish

Speaking
Midwest Product Summit, 2025