Laura Bennett

Group Product Manager | Senior Product Manager | Software Engineer

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PROFESSIONAL SUMMARY

Group product manager with 12 years building B2B and marketplace products, leading four PMs across a logistics platform. Sets product strategy with leadership, builds discovery habits in teams and is accountable for revenue and retention targets. Former engineer who stays close to architecture trade-offs and data.

PROFESSIONAL EXPERIENCE

Group Product Manager

Feb 2021 — Present

Front Range Freight Exchange · Denver, CO

- Lead four product managers across shipper, carrier and payments products, owning a portfolio tied to marketplace volume and carrier retention goals.
- Set a two-year strategy to shift from manual brokerage to self-serve booking, growing self-serve loads from a pilot to most of new shipper volume.
- Launched instant carrier payouts with finance and a banking partner, improving 90-day carrier retention by 9 points and becoming a paid add-on.
- Hired and coached three PMs, introducing a shared discovery template and quarterly reviews that the wider product organization later adopted.

Senior Product Manager

May 2017 — Jan 2021

Aspen Crest Software · Boulder, CO

- Owned the integrations platform, launching a public API and partner program that grew to 60 integrations built by customers and partners.
- Repackaged pricing from per-seat to usage tiers with sales and finance, raising average contract value while keeping small-customer churn flat.
- Ran quarterly customer advisory boards and used the findings to retire two low-usage features that drained support time.

Software Engineer

Jun 2014 — Apr 2017

Mesa Point Systems · Denver, CO

- Built Java services for an inventory management product and moved into a technical product owner role for the reporting team.
- Prototyped a customer-facing reporting API that became the first item on the later integrations roadmap.

EDUCATION

MBA — Rocky Ridge School of Business *2019*

BS, Computer Engineering — High Plains University *2014*

SKILLS

Technical: Product strategy, Portfolio planning, Team leadership, Pricing, Marketplace dynamics, Customer discovery, OKRs, Experimentation, SQL, Executive communication, Platform and API products, Hiring and coaching PMs