

Liz Viruete

Principal Product Manager | Vertical SaaS Platforms · Workflow Automation · AI-Enabled Operations

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Summary

Principal Product Manager building vertical SaaS platforms with operational depth at scale. Recent: 0-to-1 EMR and operations platform across 55+ clinical locations at Skin Laundry — multi-channel workflow automation and AI-driven measurement at scale. Earlier: subscription-billing and customer-portal product at Nexamp (PayPal Braintree → Stripe migration); analytics architecture and checkout/payment instrumentation at Savage X Fenty. I think in systems, not features.

Experience

Skin Laundry

February 2023 - May 2026

Principal Product Manager (Promoted from Technical Product Manager)

Led product across clinician and client systems — 55+ clinics, 400+ staff, 21k members, ~60K monthly appointments. Managed a team of 12 (product, design, engineering, QA, DevOps) and ~\$1M annual budget.

- Shipped Skin Laundry's first end-to-end treatment efficacy system, integrating Perfect Corp AI (Fitzpatrick typing, per-photo scoring) with SkinScript intake and Progress Reviews — **>90% adoption**.
- Led Skin Laundry's **AI Adoption Gameplan** with COO and CDAO sponsorship; proved the strategy with **agent-based PM workflows** (deck Skills, Asana/Jira automation, scheduled briefs) that freed capacity for upskilling and rollout planning.
- **Doubled new-client capacity** across 55+ locations by redesigning the medical eligibility approval workflow — time-to-approve 15→2 min, per-approval cost \$14→\$7, consults halved 30→15 min, intake completion 15%→30%.
- Diagnosed a **25-point booking conversion drop** via **Sentry** to a Zenoti vendor release; shipped a refactored integration (restructured payload + retry logic) restoring conversion and securing upstream release-notification access.
- Surfaced previously untracked medical compliance gaps via new dashboards; secured VP Medical and Director of Compliance buy-in for a coordinated tech response, reducing new-client incomplete-chart rates **~20% over 6 consecutive months**.
- Established **A/B testing as a company capability** — designed and ran the first formal experiment (credit-card capture at new-client booking), leading the decision to leave capture off when pipeline-volume loss outweighed no-show recovery.

Savage X Fenty

June 2022 - February 2023

Technical Product Manager

Owned roadmap for core internal systems and operations during hyper-growth — supporting marketing & merchandising automation, payment integrations, and analytics accuracy.

- Cut feature-flag load time **80%** partnering with engineering; led **Next.js** platform upgrades supporting site performance at hyper-growth scale.
- Re-architected analytics instrumentation across **Segment, Snowflake, and Heap** — restored data reliability and enabled end-to-end customer-journey mapping for product and marketing teams.
- Shipped **state-specific fee logic at checkout**; partnered on **BNPL expansion** (Afterpay, Klarna) and **CashApp integration**, instrumenting payment events for data reliability.
- Reduced campaign **time-to-launch** by streamlining product data handoffs across marketing, data, and engineering.

Product Manager (Promoted from Senior Accountant → Accounting Manager → NetSuite Admin/Architect)

Owned product for the clean-energy subscription platform serving residential community-solar customers in a regulated environment.

- Shipped a new customer portal and bundled billing offering for residential clean-energy subscribers — built on subscription-billing infrastructure scaled through **200x customer growth**.
- Migrated subscription billing from **PayPal Braintree to Stripe**, modernizing the payment stack without service disruption.
- Led the Clean Energy Customers product vertical with cross-functional agile teams (engineering, ops, customer service); **automated enrollment, billing transparency, and cross-department reporting** across multiple stakeholder workflows.

Education

Northwestern Kellogg School of Management

Executive Education in Product Strategy

NASBA

CPA Exams Passed

Boston College, Carroll School of Management

Business Administration, Concentration in Accounting

Skills

🔗 Product

Vertical SaaS Platforms, Workflow Automation, Multi-Channel Operations, Integrations, Product Strategy, Discovery, Roadmapping, A/B Testing, Cross-Functional Leadership, Systems Thinking

📊 Data & Analytics

SQL, Tableau, Segment, GA4, Snowflake, Heap, Sentry

📦 Stack

Jira, Confluence, Asana, Figma, Salesforce, Stripe, Braintree, NetSuite, Zenoti API

🌟 AI

Claude, Prompt Engineering, AI Product Strategy, Conversational AI / Agent Workflows, Cowork

Languages

English

Native

Spanish

Bilingual