

Contact

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Top Skills

User Experience
Product Marketing
Competitive Analysis

Lizzie Ross

Head of Product Marketing, Safety & Sustainability

Summary

As a product marketing manager, my role is to be the inside representative for the user. With data and user insights as my Northstar, I shape core positioning, key messaging, and go-to-market strategy for successful product launches.

Experience

Uber

7 years 4 months

Head of Product Marketing, Autonomous, Safety & Sustainability
August 2024 - Present (11 months)

Global Lead, Safety and Sustainability Product Marketing
December 2021 - September 2024 (2 years 10 months)

Safety Product Marketing Manager

March 2018 - December 2021 (3 years 10 months)

Lookout

4 years 11 months

Product Marketing Manager

July 2014 - February 2018 (3 years 8 months)

- Develop and lead cross-functional go-to-market strategies for Lookout's consumer mobile product
- Founded Voice of the Customer program that analyzes and actions user feedback and insights across several different channels, leading to enriched product development, quicker bug triage, and improved user experience

EXHIBIT 1037

Deponent: Ross 30(b)(6)
Date: 6/11/2025

Rebecca Romano CSR No. 12546

- Leverage marketing insights to better understand our customers and represent the voice of the customer
- Work closely and build strong relationships with cross-functional stakeholders including product, user experience, design, data analytics, and engineering to drive product strategy and execution
- Successful track record of project management and cross-functional partnerships to drive product roadmaps, strategy and strong product launches

Front Office Coordinator

April 2013 - July 2014 (1 year 4 months)

- Was the first point of contact for all Lookout clientele and was responsible for facilitating all day-to-day front desk operations
- Planned and executed Lookout's company events, including company wide happy hours, holiday party, and a yearly Google I/O party with over 500+ external attendees
- Received positive feedback from management and executive staff for strong organizational skills, creative and thorough event coordination, and my Midwest can-do attitude

Fine Arts Museums of San Francisco

De Young Art Education Internship

January 2013 - April 2013 (4 months)

- Assisted with weekly educational school group tours of the de Young's special exhibit
The Girl with the Pearl Earring
- Collaborated with de Young's education department to develop and facilitate art lessons
post school group tours
- Provided administrative support and assisted with curriculum research for the de Young's
education department

Saint Paul Public Schools

Teaching Assistant for St. Paul Public Schools Special Education Program

September 2011 - January 2013 (1 year 5 months)

Work Experience

- Created a welcoming and creative learning environment through enrichment activities
- Worked in both the kindergarten and special education classrooms to assist with adjusted lesson plans
- Documented and recorded time spent with each child through online spreadsheet and data entry

Minneapolis Institute of Arts

Art Teacher

June 2011 - August 2012 (1 year 3 months)

- Worked with ages 5-15 in a summer arts program funded by the MIA
- Taught art lessons in an easy, fun, creative and relaxed manner while representing and promoting the MIA
- Created an organized working environment by cleaning and keeping supplies in order

Madeline Island Ferry Line

Office Assistant/Deckhand

June 2004 - August 2009 (5 years 3 months)

- Worked with coworkers to create a structured, accessible and enjoyable experience for customers
- Assisted customers in ticket sales and was responsible for directing cars and passengers onboard
- Worked within the main office answering multiple phone lines, sorting mail and packages and provided assistance to any employees or customers with questions or concerns
- Maintained an up-to-date knowledge of company and sales, created and carried out purchase orders for various vendors and managed shipments as they arrived

Education

University of Wisconsin-Madison

Bachelor of Arts (B.A.), European History and Art History · (2006 - 2010)