

Contact

www.linkedin.com/in/lizzie-ross-0b383255 (LinkedIn)

Top Skills

User Experience  
Product Marketing  
Competitive Analysis

# Lizzie Ross

Head of Product Marketing, Safety & Sustainability

San Francisco, California | 1001 23rd St

## 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)

San Francisco, California

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

San Francisco, California

### Safety Product Marketing Manager

March 2018 - December 2021 (3 years 10 months)

San Francisco, California

### Lookout

4 years 11 months

### Product Marketing Manager

July 2014 - February 2018 (3 years 8 months)

San Francisco, California

- 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

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## Education

### University of Wisconsin-Madison

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