



LEAH FARMER

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CHIEF PRODUCT OFFICER (CPO/CPTO) • LEADERSHIP COACH • FRACTIONAL EXEC

As a seasoned product and technology executive with over 25 years of experience, I specialize in driving large-scale product and organizational transformations across **big tech**, **scaleups**, and **startups**. My expertise spans product strategy, engineering leadership, and innovation in **Fintech**, **Healthtech**, and **Travel**, with a strong track record in both **B2B** and **B2C** environments. In addition to my leadership background, I provide **coaching to tech leaders and teams**, helping them unlock their **potential**, optimize **impact**, and foster great **culture**. Whether through full-time leadership, fractional engagements, or interim roles, I excel at coaching high performing teams, leading rebuilds, and delivering impactful results while fostering strong, collaborative cultures.

SUPERPOWERS & EXPERTISE

Product Strategy
Payments & Fintech
Building Inclusivity (DEIB)

Leadership Development
Startups & Scaleups
Fundraising & Communication

Customer Centricity
Digital Transformation
Writing Culture & Frameworks

PROFESSIONAL EXPERIENCE

Leah Farmer Coaching, Ltd.

January 2021 - Present

Founder & Certified Professional Coach (PCC)

I founded Leah Farmer Coaching to help product leaders and teams navigate leadership challenges, unlock their potential, and scale their impact. What started out during the pandemic as a side hustle, became my full-time job in May of 2023. My coaching programs are tailored for tech professionals seeking to build high-performing teams, prevent burnout, and develop strategic leadership skills.

Accomplishments:

- Coach product and technology leaders in the US, Europe, and AsiaPac to improve team alignment, communication, and execution across fast-paced industries like fintech, healthtech, and travel.
- Design and delivery internal coaching programs for teams, balancing group coaching and individual coaching to enhance the impact of high-performing teams.
- Developed Beyond Burnout, a program dedicated to helping leaders and teams recover from burnout and build sustainable success strategies.
- Created The Co-Founder Connection, a specialized coaching program designed to help co-founders build stronger relationships, improve communication, and develop shared leadership frameworks.

Yabie

December 2021 - December 2023

Director, Board of Directors

As a Director on the Board of Yabie, I provide strategic oversight and guidance on product innovation, technology scaling, and leadership development. My role focuses on helping Yabie navigate growth challenges, align product strategy with business goals, and foster a culture of collaboration.

Accomplishments:

- Advised on the development and scaling of Yabie's SaaS-based POS systems, which led to a 326% revenue increase between 2021 and 2022.
- Supported Yabie through key acquisitions, including Cashit AB and Yabie Norway AS, as part of a broader strategy to expand across Scandinavia.
- Provide mentorship and coaching to Yabie's leadership team to enhance team dynamics and improve decision-making processes.

Google**January 2023 - May 2023****Director, Product Management**

Joined Google as Director of Product Management to lead teams within the Commerce business unit, focusing on defining and building the Unified Merchant Identity (UMI) system. I was eager to drive product strategy and oversee cross-functional teams to develop scalable solutions for merchants.

Accomplishments:

- Led the development of the Unified Merchant Identity (UMI) Strategy, with a goal of enhancing Google's commerce product portfolio by enabling a more integrated merchant experience.
- Following large scale layoffs across Google and a decision to refocus on AI and Ads, I resigned because the product, team, and role were significantly descope, and there were no other Director opportunities that aligned with my interests.
- Created more cohesion between Product and Design, and worked to elevate the discourse with Engineering.

Tourlane**February 2020 - December 2022****Chief Product & Technology Officer (CPTO)**

As CPTO at Tourlane, I led product, design, and engineering through a critical growth phase, managing both day-to-day operations and long-term strategic planning. Despite the challenges of the global pandemic, I successfully positioned the company for recovery and future growth, focusing on customer-centric innovation and operational efficiency.

Accomplishments:

- Spearheaded Tourlane's successful \$20M Series C funding extension, bringing the total to \$67M, ensuring financial stability, and preparing the company for market recovery post-pandemic.
- Developed and implemented a long-term strategic plan that balanced growth and innovation, contributing to the creation of scalable, personalized travel experiences across 50+ global destinations
- Led the tech team to deliver 10-15 features per quarter, improving conversion rates, customer satisfaction, and internal efficiencies.
- Introduced scalable technology solutions that integrated human expertise with data-driven travel planning, enhancing Tourlane's position as a leader in travel tech

Klarna**November 2017 - January 2020****Vice President, Product Management & GM, Merchant Services**

As VP of Product Management, I led the Merchant Services domain, overseeing 15 teams and 120+ people, driving product development and innovation in Klarna's global merchant solutions. I spearheaded efforts to scale the business, expand Klarna's reach into new verticals, and enhance the customer experience for merchants. I also led the writing of leadership principles and developing a culture of hiring and feedback practices based on the same.

Accomplishments:

- Led Klarna's merchant business growth, driving a 300% increase in small-to-medium business (SMB) merchant sign-ups and expanding relationships with global brands like H&M, ASOS, Samsung, and AliExpress.
- Oversaw the expansion of Klarna's Berlin Tech Hub, helping scale merchant product development and support across Europe and the US.
- Developed and implemented Klarna's new PM operating model, improving team efficiency, collaboration, and product delivery.
- Spearheaded the build-out of innovative merchant-focused payment solutions, including integrations with partners like Stripe and Adyen, and expansion of Klarna's Pay Later offering into new global markets.
- Authored the Klarna PM 101 Book, creating a framework for a structured product development process that became a foundation for the company's internal knowledge-sharing culture.

Providence Health & Services - Digital Innovation Group (DIG)
Senior Director, Technical Product Management

May 2016 - November 2017

At Providence's Digital Innovation Group, I spearheaded the development of mobile and Telehealth solutions, transforming how patients accessed healthcare services. I led teams in creating digital platforms that provided on-demand healthcare access, expanding Providence's ability to serve patients virtually and through innovative mobile applications.

Accomplishments:

- Directed the creation of the Express Care at Home mobile app, which enabled patients to schedule house calls from Providence providers, with an interface designed to be as user-friendly as popular consumer apps like Uber
- Led the development and launch of Providence Express Care Virtual, a Telehealth platform that allowed patients to connect with healthcare providers for non-urgent care through virtual visits, significantly expanding access to care across Providence's multi-state service area.
- Developed the DIG Leadership Principles and implemented Product Management writing culture and best practices.

Expedia

June 2015 - May 2016

Director of Strategy & Principal Technical Advisor

At Expedia, I led cross-functional teams of architects within the financial and core transaction shared services unit, driving strategic initiatives that improved infrastructure and operational efficiency. My work focused on scaling cloud solutions and developing innovative strategies to modernize Expedia's financial platforms.

Accomplishments:

- Led a cross-functional architecture team responsible for aligning product, engineering, and design teams across core transaction services, ensuring consistency and scalability.
- Spearheaded a hackathon initiative that empowered teams to move services off steel and into the cloud, which dramatically improved infrastructure flexibility and resilience.
- Directed the implementation of real-time financial reporting systems and cloud strategies, which enhanced scalability across Expedia's global brands.
- Ultimately chose to resign because I missed building products and leading innovation.

Amazon

May 2012 - May 2015

Senior Technical Product Manager (PM-T)

At Amazon, I led product management for core transaction services within Global Payments Services (GPS), driving the development of payments methods and flows, and developing a brand new invoicing platform. My work supported Amazon's vast and growing payment ecosystem, handling billions of transactions annually across diverse markets.

Accomplishments:

- Spearheaded product initiatives for core transaction services, including payment tokenization, routing architecture, and the customer wallet, enabling secure, seamless global payment experiences.
- Designed Platform as a Service (PaaS) leading cross-functional teams to ensure Amazon's financial services met the scalability and reliability demands of processing over 1 billion transactions per month during peak periods between 2012 and 2014.
- Led the development and launch of the global invoicing platform for Amazon Business, which generated \$1 billion in sales in its first year and grew to over \$10 billion by its second year.
- Drove the development of card-present payment processing capabilities, enhancing Amazon's ability to support in-person transactions for retail partners and expanding the company's payment reach.

IP Commerce**June 2011 - May 2012****Senior Product Manager, Platform as a Service (PaaS) and Value Added Services (VAS)**

As Senior Product Manager at IP Commerce, I led the design and creation of a multi-party payments platform. My role involved overseeing the development of value-added services like tokenization, fraud prevention, and encryption, enabling secure and scalable payment solutions across various industries.

LAF Consulting**April 2009 - May 2012****Independent Consultant**

As an independent consultant, I provided strategic guidance and product management expertise to clients such as GAP, Inc., POS Portal, and the Baptist Convention, focusing on process improvements, product development, and scaling strategies. My work involved implementing agile practices, optimizing product roadmaps, and delivering technology solutions in fintech, retail, and nonprofit sectors.

Infonox, a TSYS Company (IFX)**March 2007 - June 2010****Senior Technical Program Manager & Solution Architect**

At Infonox, I managed high-volume ERP technology for the merchant acquiring and payment services industry. I led product and technical program management, designing processes to meet complex business requirements and customer needs through data collection and program research.

Electronic Clearing House, Inc. (ECHO)**September 2003 - March 2007****Product Manager, ACH & Collections**

As Product Manager, I oversaw ACH, check verification, and collection products. I developed strategies to extend electronic check services to major clients such as GAP, Walgreens, and McKesson Pharmaceuticals, enabling efficient and secure payment processing for large merchants.

EARLY CAREER**July 1997 - August 2003****Assistant Controller & Staff Accountant Roles**

Held positions in accounting and financial management, building a foundation in business operations and financial analysis before transitioning into product management. This experience shaped my ability to manage cross-functional teams and work on financial technology products in later roles.

EDUCATION**Masters of Arts (MA) - Organizational Leadership & Change Management**

Gonzaga University (2021)

Summa Cum Laude - GPA 4.0

Masters of Business Administration (MBA) - Technology Management

University of Phoenix (2004)

Summa Cum Laude - GPA 4.0

Bachelors of Business Administration (BBA) - Accounting

Freed Hardeman University (1997)

Cum Laude - GPA 3.5

CERTIFICATIONS

Certified Menopause Coaching Specialist (CSMC) GGS, Inc.	June 2024
Professional Certified Coach (PCC) International Coaching Federation (ICF)	January 2023
Certified Life Coach Martha Beck, Inc.	December 2023
Certified OKR Practitioner (Level 2) OKR International	December 2023
Mindfulness Certification Yoga Renew	July 2023
Pillars of Neuroscience for Coaches Academy of Neuroscience and Education (ANE)	June 2023
2nd Degree Reiki Practitioner Sammāsati School of Reiki	January 2021
Certified Scrum Product Owner (CSPO) & Certified Scrum Master (CSM) Scrum Alliance	March 2014

OTHER DISTINCTIONS

Founder Advisor I provide strategic advisory services to founders, focusing on product strategy, team design, and crafting compelling narratives for fundraising efforts.	January 2023 - Present
Podcaster, Practical Product Management I co-host the Practical Product Management podcast with Marilyn McDonald, where I share industry insights, interview experts, and discuss trends in product management and leadership.	June 2024 - Present
Writer/Blogger, Substack As a paid writer on Substack, I explore themes of leadership, life, and personal growth, sharing insights and stories with a diverse audience of readers	August 2020 - Present
Certified Childbirth Doula As a certified birth doula, I provided emotional and physical support to birthing individuals, working closely with families to ensure positive birth experiences in both home and hospital settings.	August 2002 - December 2010
