

Kristen Turner

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Product leader with 19 years experience across Product Management, Marketing, and Design.
I like experimentation and love efficiency.

Expertise: Consumer experience, marketplaces, iOS & Android, mobile & ecommerce, Shape Up methodology

Skills & Tools

- Strategy & roadmaps
- Execution & delivery
- User research
- A/B testing
- Team topology
- Role leveling & evaluation
- Coaching & mentorship
- Hiring & headcount plans
- Claude Code & Cowork
- Hex, Looker, Sigma
- Amplitude, Heap, Pendo
- Figma, Adobe Creative Suite

Experience

BABYLIST | Director of Product (previously Principal, Staff, & Senior PM) 2020-2026

Led the consumer experience across web, iOS, and Android for the #1 baby registry in America.

- Managed team of 3 PMs overseeing New User Experience, AI Consultant, and Commerce while leading the Core Registry team as Principal IC
- Led overhaul of the Gift Giving experience resulting in purchase value increase +20.5% YOY
- Increased Registrant NPS from 68 to all-time high of 76 via ground-up rebuild of core surface areas
- Launched two, zero-to-one initiatives (Wishlist and Events) to extend user LTV and expand TAM
- Collaborated with executives, directors, stakeholders, and external partners as well as engineers, designers, analysts, and end users
- First named inventor on pending patent; co-inventor on a second pending patent

NEWFRONT (acquired by WTW) | Senior Product Manager 2019-2020

Led development of a proprietary web-based insurance account management system.

- Decreased errors in proof of insurance by 78%
- Reduced manual data entry by 25 hours per week

SHIPPO | Senior Product Manager, API & Carrier Integrations 2017-2019

Owned integrated shipping carriers and enterprise API suite.

- Grew integrated shipping carriers from 9 to 42, reduced integration development time by half
- Enabled new API functionality to support paperless trade for international shipments
- Designed new end point for scheduling carrier pick-ups
- Distilled 100+ unique error codes into 15 standardized error codes for manifests

WANELO | Product Manager 2014-2016

Built comprehensive ecommerce marketplace to transition application from an affiliate shopping app to a fully integrated native shopping app with thousands of connected merchants and 5M+ purchasable products.

PRIOR EXPERIENCE

Sculpteo | US Marketing Director 2014

US events & PR management for 3D printing service based in France

Ponoko | Chief Marketing Officer 2008–2013

Communications, marketing, and design for laser cutting & 3D printing service in US and New Zealand

Target Corporation | Associate Product Manager 2007–2008

Industrial and apparel design for Target pets department owned and licensed brands

Education

University of San Francisco 2025–2026

MFA Non-Fiction Creative Writing (degree not completed)

Savannah College of Art and Design 2002–2007

BFA Fibers, minors in Art History, Fashion, and Graphic Design

University of West Georgia 2000–2002

Full-time attendance for junior and senior year of high school. Concentration in writing.

Continuing Education

City College of San Francisco 2024

School of Journalism, Feature Writing

Reforge 2021

User Insights for Product Decisions

CodePath 2016

Bootcamp in iOS development (Swift & Xcode)

Coursera 2015

Introduction to Financial Accounting