

Ambreen S. Molitor

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Top 50 Women Making an Impact in Tech.
Over fifteen years in Product and Innovation.
Bullish on AI and Social Impact Work.

●● Product Leadership

● Planned Parenthood Federation of America

National Director, Venture & Product Innovation
February 2018 - present

In partnership with Strategy and our CIO, scaling and future-proofing our org by: leading our product portfolio and budget, managing a cross-collaborative team, identifying impactful solutions through market analysis, partnering with academia and startups, and serving as the organization's official HealthTech spokesperson.

Portfolio wins, all hitting growth + impact KPIs include:

- Launching and iterating tools like:
 - plannedparenthood.org, with 130M annual visits
 - [The abortion service locator](#), with 3M total visits
 - [Roo](#), our AI-powered bot, with 3M total visits
 - [Spot On](#), our period tracker, with 2.5M dLs
 - our U.S. accelerator, with three startups invested
 - all converting close to 2M appointments annually
- Garnering over 25 awards and other earned media for ethical design, most notably: FastCo's World Changing Idea and Vox's Recode podcast

● Swyft, a subsidiary of Monotype

Senior Product Manager
April 2016 - February 2018

Alongside the co-founders, leading product growth on mobile & messaging platforms worldwide, garnering 2.1B MAUs (a 70% increase from the past year)

● Hearst Corp

Product Manager, Growth
December 2014 - March 2016

Led engagement growth on social and mobile using data-driven product development for Hearst Digital luxury brands, resulting in over 130M views per month, a 30% increase YoY

● General Assembly

Product Manager
April 2014 - November 2014

With the co-founders and VP of Product, spear-headed first online learning platform; surpassed revenue and reach goals for pilot

● Sony DADC New Media Solutions

Product Manager
December 2011 - March 2014

Alongside the CEO and VP of Product, increased engagement and revenue by 44% by being mobile-first

●● Front-End Development

● Parsons, Design and Technology

Adjunct Professor
August 2014 - August 2016

Teaching front-end development, including languages such as HTML, CSS, JS and SQL, to graduate students in the MFA Design and Tech program

● Sony Music Entertainment

Front-End Developer
March 2011 - November 2011

Built high-profile Drupal marketing and commerce sites for artists, such as The Strokes and Beyoncé, bringing in over 2M views per month per site, and \$1M-2M ROI

● Hearst Digital Media

Front-End Developer
August 2010 - March 2011

Redesigned and upgraded WordPress and custom CMS for Elle, Elle Decór and Woman's Day, targeting \$2-3K in sales

● NBC Universal

Front-End Developer
August 2006 - April 2011

Assisted in developing, set-up, and preparing reports for over 20 HTML builds per week for over 3M subscribers for both the US and UK email marketing campaigns

● Columbia University, Ed Lab

Fall 2009
Developed mobile and web research apps for parent-teacher conferencing

●● Education

● Parsons The New School for Design

MFA Design and Technology
May 2009 (Honors Graduate)

● The University of Texas at Austin

BA Double Major: English and American Studies
May 2005

Frequent Parsons MFA DT and University of Texas Alumni Career Fair Panelist