Leslie Tou

Product leader with 10+ years shaping enterprise SaaS products at the intersection of design craft and business strategy. Expert in multi-actor systems, cross-functional alignment, and translating ambiguity into scalable product foundations. Track record growing early-stage startups through acquisition and leading product strategy for 1,700+ global enterprise customers generating $40M+ revenue.

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Remote • Based in the Philadelphia area • Open to NYC-based hybrid schedules.

Experience

CleverFi / Fractional Head of Product
2025 - Present

Leading end-to-end product strategy for a platform that eliminates Wi-Fi friction across diverse consumer environments, including residential, hospitality, travel, and retail.

- Partnering with founder on customer discovery, competitive positioning, and GTM strategy. Translating customer conversations and market signals into product requirements and integration priorities.
- Defining the product vision and UX across host-facing tools and consumer experiences. Owning product discovery, opportunity framing, and backlog prioritization.
- Standardizing integration specs to enable rapid development across diverse PMS platforms
- Partnering closely with engineering to shape scalable product foundations, staying hands-on for critical workflows.
- Defining north star metric and proxy metrics to measure product health, guide prioritization, and track progress toward product-market fit.

Launchmetrics / VP Product Design
2015 - 2025

Leader within the product organization, primarily scaling and overseeing the product design function. Additionally, over my tenure I served as acting PM for 5 different products including the company's two highest-revenue enterprise products, one consumer product, and 2 newly acquired products during key growth phases. Contributed to growth from early stage through $40M revenue and 2024 acquisition by Lectra.

Key contributions including:

- Building and scaling the Product Design organization, establishing hiring frameworks and crafting the job ladder, introducing design processes, tooling, and rituals that improved collaboration and raised design quality standards.
- Partnering with executives and product leadership to define product vision, prioritize roadmaps, and translate complex requirements into clear, intuitive experiences.
- Led integration work including Merger in 2016 as well as 2 acquisitions, contributing to strategy, coordinating consolidation, platform migrations, and feature rationalization across combined customer base of 1,700+ brands in 70+ countries.
- Launched and evolved Design System from basic component library to 1000+ components adopted across 5 product lines, establishing scalable design foundations without dedicated design systems team.
- Design leadership across multiple product domains including data visualization and analytics, samples/asset management, events management, CRM, visual asset management, and influencer management & discovery.

Fashion GPS / Product Designer
2012 - 2015

Early-stage hire who was the sole designer during a critical growth phase, then grew and led the design function as the company scaled ahead of its merger into Launchmetrics. Owned end-to-end UX across the core platform and defined foundational workflows. I mentored junior designers and established UX best practices.

eFashionSolutions / Digital Designer
2010 - 2012

Agency specializing in e-commerce and digital marketing for fashion brands. Collaborated with marketers and brand managers to conceptualize campaigns aligned with brand identity. Designed shopping experiences, on-site promotions, email & affiliate marketing, and print collateral.

Education

BFA in Communication Design
Parsons School of Design / New School University
2002 - 2006

Front End Web Development
Flatiron School / New York
2013

Skills

Product & Strategy
Product direction, roadmap prioritization, Cross-functional and partner alignment, Translating ambiguity, Using data and customer signals to guide direction

Product Experience & Quality
Designing and evaluating multi-actor workflows, Platform consistency and experience quality, Design systems and scalable foundations

Research & Discovery
Customer interviews, Usability testing and workflow validation, Jobs-to-be-done framing, customer journey mapping, competitive benchmarking

Data & Insights
Dashboards to surface insights, Translating data into narratives, Partnering with engineering to define meaningful metrics, Balancing quantitative and qualitative signals

Execution & Operations
Turning strategy into delivery, Product & design operations, Supporting M&A and integration work, Coordinating across technical and non-technical teams

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Also Known For

Cat rescue side quests, shipping **bedtime stories,** and designing on **extremely constrained canvases** (10 at a time)