

2025 Product & Revenue Strategy Alignment

*Direction for a mid-market SaaS -
Automotive Services*

CONTEXT

The CEO asked me to help clarify the company's 2025 direction across consumer, fleet, and major partnerships.

My role was to structure the strategic conversations, bring product rigor to the discussions, and tie everything back to the decisions that actually influence revenue.

WHAT I DID

I worked directly with the CEO and CPO to clarify the decisions that would shape 2025 revenue:

- Evaluating consumer and fleet journeys
- Simplifying workflows
- Connecting insights across UX, data, marketing, and product

I turned leadership discussions into a unified, actionable direction.

STRATEGIC THEMES

- Where revenue was leaking
- What mattered across consumer + fleet
- Which workflows needed simplification
- How UX + data should support growth

WHAT I DELIVERED

- A clear, aligned 2025 product direction
- Consumer + fleet workflow insights
- Market + competitive framing
- Priority recommendations and next steps

IMPACT

- Sharper revenue focus for 2025
- Alignment across CEO, CPO, and functional leads
- Actionable direction for product, UX, and customer experience

CLARITY

MOVES

TEAMS

FASTER.

I help executive teams create clarity,
alignment, and momentum.

Woodruff & Co.