Rachel Folz

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Enterprise Product Leader | Director / Head of Product

Product executive with 10+ years leading enterprise digital platforms across B2B SaaS, media, and public-sector organizations. Proven track record owning product vision, discovery, and delivery for enterprise platforms, scaling product organizations, and driving measurable growth, retention, and adoption. Known for clear decision-making, customer-driven prioritization, and turning complex stakeholder environments into shipped outcomes.

Professional Experience

Head of Product

Cerkl, Inc. — Cincinnati, OH | B2B Enterprise SaaS | Internal Communications Platform
October 2018 – Present

- Owned end-to-end product strategy, roadmap, and delivery for Cerkl's internal communications platform, evolving it from a single-feature SaaS tool into a multi-product enterprise suite
- Led product discovery and prioritization for core capabilities (including flexible content creation and dynamic audience segmentation), contributing to a 700% increase in ARR and sustained negative churn
- Built and scaled the product function from the ground up, hiring and mentoring product managers and designers while establishing discovery, delivery, and feedback loops
- Partnered closely with engineering leadership to balance technical constraints, velocity, and long-term platform strategy
- Collaborated with GTM, marketing, and customer success to align product investment with enterprise sales motions and retention goals
- Filed multiple patents and trademarks to protect differentiated product capabilities and strengthen competitive positioning
- Facilitated structured decision-making using frameworks such as JTBD, RICE, and Design Sprints to align stakeholders and accelerate outcomes

Marketing Director

Cerkl, Inc. — Cincinnati, OH | B2B Enterprise SaaS
August 2016 – October 2018

- Led customer journey design and experimentation across acquisition, onboarding, and activation, laying the groundwork for product-led growth
- Partnered with engineering and design to rapidly redesign the marketing site, increasing page views by 113% and improving conversion
- Built Cerkl's marketing function from zero, implementing tooling, measurement, and cross-functional processes to support scale

- Repositioned the brand from a regional email tool to a global internal communications platform, supporting enterprise sales efforts

Digital Marketing Director

Campbell County Public Library — Cold Spring, KY
December 2013 – August 2016

- Owned digital product strategy for a multi-branch public-sector platform, balancing patron needs, operational constraints, and public accountability
- Led redesign of the library's website and launched its first mobile app, improving access to services and digital engagement
- Acted as product owner for web and mobile platforms, prioritizing enhancements and coordinating internal and external stakeholders

Digital Content Director

Gray Media — Cincinnati, OH & Evansville, IN
May 2008 – December 2013

- Led digital platform operations for high-traffic media properties across web and mobile in high-visibility, deadline-driven environments
- Managed teams and partnered with technology and editorial leadership to align platform strategy with audience and business goals

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Education

University of Southern Indiana — Bachelor's of Arts, Radio & Television

Skills

Product Strategy & Vision
Roadmapping • Enterprise & Internal Tools • Platform Thinking • Product Discovery • Customer Research • Data-Informed Decision Making

Execution & Delivery
Agile & Scrum • Backlog Management • Release Planning • OKRs • Experimentation & A/B Testing • Risk Reduction

Leadership & Influence
Enterprise Stakeholder Management • Cross-Functional Leadership • Executive Communication • Team Building & Mentorship • Facilitation & Workshops

AI-Enabled Product Leadership
AI-Driven Product Discovery • LLM-Assisted Research & Insights • AI for Platform Knowledge & Decision Support • Prompting for Product, UX & GTM • Human-in-the-Loop Design • Ethical AI Practices