

Lida Lerch

Product Manager

Details

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Profile

I am a Product Manager with over 5 years experience. I have successfully launched multiple products and features, and have driven growth through data-driven decision making. I excel at stakeholder management and cross-functional collaboration, and thrive in fast paced environments.

Employment History

Product Manager at Nike, OR

Jun 2022 - Present

- Led cross-functional team of 8 to launch new product in 4 months, ahead of schedule.
- Grew market share for existing products by 15% through effective marketing campaigns.
- Reduced costs of production by 10% through process improvements.
- Negotiated and secured key supplier contracts worth \$5M annually.
- Defined requirements for 3 new products which generated \$20M in revenue in first year.
- Managed budget of \$3M and P&L for assigned product line.

Associate Product Manager at Adidas, OR

Aug 2017 - May 2022

- Led the development of a new product line that generated \$12 million in revenue in its first year.
 - Successfully launched 3 products within 6 months and achieved 100% customer satisfaction rating.
 - Managed a team of 5 engineers to develop a new software platform that increased productivity by 20%.
 - Negotiated with vendors to secure raw materials at 10% below market price.
 - Wrote user manuals for 2 new products that were well-received by customers.
 - Trained 50 sales representatives on the use and features of 2 new products.
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Education

Bachelor of Science in Product Management at University of Oregon, OR

Sep 2013 - May 2017

Through my degree I have learned how to manage products from start to finish, taking into account everything from development and design to marketing and sales.

Links

[linkedin.com/in/lidalerch](https://www.linkedin.com/in/lidalerch)