

# Eve Bills Lacivita

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Outcomes consultant for non-profit and purpose-driven organizations

<https://www.ebl-impactstrategies.com>

## PROFESSIONAL EXPERIENCE

### EBL Impact Strategies

#### Founder, 2022-present

- Outcomes consultant helping non-profit & purpose-driven organizations realize their theory of change through human-centered strategies & services
- Clients: Women Innovators (Executive Director), Jesse Tree, US Digital Response

### Intuit - Quickbooks Time Segment

2018-2022

#### GPM/Acting Product Director, 2022

- Created & operationalized the 3 year product strategy for the business segment.

#### Group Product Manager, 2019-2022

- Drove subscriptions & revenue for Time with a product management team focused on tighter discovery and integration with QuickBooks Online.

#### Principal Product Manager, 2018-2019

- Created QuickBooks Time's first differentiated offering from 0-1, growing it to 15% of subscriptions and 21% of revenue in year 1.
  - Led a cross-functional product team through innovation, testing & launch.
  - Drove growth in partnership with marketing, sales & care.

### TSheets

2016-2018

#### Product Manager

- First PM hire, establishing the function, its processes & best practices.
- Drove the first product growth strategy, resulting in multi-point activation & revenue lift, by creating a new onboarding experience and re-imagining several high-impact features.

### Motorola

2006-2016

#### Director, Mobile Software Product Management, 2013-2016

- Led product strategy & implementation of several highly rated flagship apps

#### Senior Software Product Manager, 2010-2012

- Ideated and launched digital mobile innovations for underserved markets, particularly emerging markets & older consumers.

#### Mobile Device Product Management, 2006-2010

- Developed hardware & software platform strategies for value- and mid-tier.
- Launched multiple new "first in market" mobile devices, with particular focus on international & emerging markets.

## NONPROFIT LEADERSHIP

## SKILLS

Impact design & measurement

Non-profit strategy

Product & services strategy

Human-centered design

Customer journey

Data analysis

SaaS

Team leadership

Agile innovation

Roadmapping

Hypothesis & A/B testing

International & emerging markets

## PATENTS

20160365101A1:

Enabling event-driven voice interaction with a device

9438721B2: Systems & methods for managing operating modes of an electronic device

10072939B2: Methods & systems for providing contextual navigation information

## LANGUAGES

French (fluent)

German (competent)

Mandarin (basic)

## **Women Innovators**

2017-present

*Mission: Make Idaho the place for women & girl innovators to succeed in STEM.*

- VP; strategic lead; SheTech Discovery Day lead.

## **Project Exploration**

2014-2017

*Mission: Create transformative STEM learning experiences for Chicago's under-represented youth, equipping them with the skills for lifelong learning.*

- Board member; "Innovation Launchpad" spring break camp creator & lead.

## **Slow Food**

2011-2016

*Mission: Good, clean, fair food for all.*

- Midwest Regional Governor; Chicago chapter chair; volunteer lead

## **EDUCATION**

### **University of Chicago, MBA**

- Concentrations: Strategy, International economics & business

### **College of William & Mary, BA**

- Concentrations: International Relations & Economics.
- International study: Université Paul Valéry, France; Beijing Normal University, China.