Brenda Lienh

PRODUCT LEADER

CONTACT

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CORE SKILLS

Growth & Monetization

Pricing & Packaging Strategy

Marketplace Strategy

GenAI Product

Roadmap Planning

A/B Testing & Experimentation

Team Leadership & Coaching

Executive Partnership

Data Analysis

Cross-functional Leadership

Vendor Management

EDUCATION

University of California,
Los Angeles (UCLA)

LANGUAGES

Cantonese Chinese
Native speaking fluency

Mandarin Chinese
Basic proficiency

Product leader with a track record of owning strategy and outcomes across large-scale consumer platforms spanning digital media, entertainment, and marketplace businesses. Proven portfolio owner skilled at leading senior PM teams, embedding experimentation and customer insight into every layer of roadmap execution, and partnering with executive leadership to set and deliver on ambitious growth targets. Equally comfortable defining long-term vision and driving near-term delivery across competing priorities.

EXPERIENCE

Shutterstock — Jan 2025 – Present
Sr. Director of Product, Marketplace

- Drive product vision, growth, and monetization strategy across Shutterstock's consumer marketplace, spanning pricing and packaging, acquisition, conversion, retention, and discovery/search, with full KPI ownership and quarterly execution accountability
- Conduct data analysis and competitive benchmarking to identify and validate product opportunities, grounding roadmap priorities in evidence rather than assumption
- Lead a portfolio of product teams as a player-coach, managing 4 PMs directly and providing strategic oversight across 3 additional teams, including GenAI and Search and Discovery leads
- Partner directly with the CEO, CFO, and Chief Marketplace Officer to shape Marketplace strategy, define investment priorities, and translate business goals into roadmap
- Delivered a GenAI experience redesign from concept to launch in 6 months, improving the end-to-end workflow for consumer, SMB, and Enterprise users
- Defining Shutterstock's strategic AI roadmap, identifying where and how to bring AI experiences onto the platform, spanning new Generative capabilities, AI-powered search and discovery, LLM applications, GEO, and more

Business Insider — Oct 2020 – Jan 2025
Director of Product, Subscriptions

- Led Subscriptions product vision and strategy, driving growth across user acquisition, retention, and engagement across web and mobile platforms
- Evolved Business Insider's freemium model to a personalized, ML-driven dynamic paywall, using user and content propensity models to surface the right content to the right user at the right moment, increasing gross conversions by 23% and account creations by 279%
- Elevated A/B testing and experimentation quality across the P&T org by establishing best practices, standardizing processes, and building Looker dashboards to track and socialize results
- Mentored and managed a team of 4 PMs as a player-coach, supporting their growth and aligning efforts to Subscriptions initiatives

Hulu — Sept 2019 – Oct 2020
Product Marketing Manager

- Managed product and growth operations on Hulu.com at scale, supporting 30+ product launches annually and partnering across legal, pricing, and analytics to optimize subscriber acquisition
- Launched 80+ experiments across web and mobile web, using Google Analytics to monitor user engagement and conversion performance and drive iterative optimization

Accenture — Jan 2017 – Sept 2019
Product Management Consultant

ACCENTURE @ DISNEY — PRODUCT LEAD

- Led a team of 9 Accenture PMs, managing performance, career development, and executive client relationships including contract negotiation

DISNEY PARKS & RESORTS DIGITAL — PRODUCT MANAGER

- Delivered the Modifications feature for Disney World's new date-based ticketing system and a guest-centric recommendations page, enhancing UX for millions of monthly users
- Managed end-to-end product development from requirements definition and wireframing through engineering and design collaboration
- Partnered with analytics teams to define KPIs and monitor post-launch performance