

# STEPHANIE SODERBORG

stephanie.soderborg@gmail.com | 415.939.6419 | San Francisco, CA | [www.linkedin.com/in/stephanie-soderborg](http://www.linkedin.com/in/stephanie-soderborg) | [stephaniesoderborg.com](http://stephaniesoderborg.com)

Operational and growth leader with expertise in strategic planning, GTM execution, and AI-driven product innovation. Experienced in building and scaling cross-functional teams (marketing, sales, product, engineering, finance, operations, analytics). Proven ability to develop data-driven insights, design operating mechanisms, and drive change in fast-paced, ambiguous environments, from scaling marketplaces at Apartment List, to managing multi-market operations at Guest House, to co-founding and leading strategy and execution at AI-native startup Naro.

## Skills & Core Competencies

Strategic Planning & Operations, Go-to-Market Strategy, Product Innovation & AI Integration & AI Workflow Automation, Financial Planning & Analysis (FP&A), Team Leadership & Cross-Functional Management, Sales & Marketing Effectiveness, Customer Success & Retention, Data Analytics & Reporting (SQL), Executive Comms.

## Professional Experience

**Naro** | San Francisco, CA

*Co-Founder & Chief Operating Officer* | Sep 2022 – Present

- **Co-founded and scaled Naro**, an AI-native platform helping B2B SaaS sales and marketing teams transform customer conversations into actionable insights and content.
- **Created operational infrastructure and owned processes from scratch**, including FP&A, compliance, legal, HR, and cross-functional alignment that enabled repeatable execution and scalable growth.
- **Designed and executed go-to-market strategy** across diverse customer segments (SMB to enterprise), establishing repeatable inbound, outbound, and retention processes; scaled to hundreds of thousand in revenue.
- **Drove product strategy and roadmap, launched 10+ products**, including MCP agent and RAG-powered chatbot, leading testing, optimization, and customer alignment.
- **Built feedback loops between customer usage data and product development**, synthesizing insights from analytics, customer conversations, and competitive intelligence to inform roadmap prioritization.
- **Develop and operationalize AI workflows** using GenAI systems (ChatGPT, Claude, Gemini) and workflow tools (customGPTs, Relay.app, Genspark, Naro, NotebookLM).
- **Built customer-facing analytics dashboards using SQL**, delivering actionable insights on product performance and adoption metrics; established data quality standards and validation processes.
- **Represented Naro in the startup/founder ecosystem** through speaking engagements at industry events (Product Marketing Alliance, Notion, Tech Week), webinars, and thought leadership content on AI adoption.
- **Secured \$3M in funding** through financial modeling, investor relations, and board communications.

**Guest House** | Denver, CO & San Diego, CA

*Chief Operating Officer* | Jan 2022 – Sep 2022

- **Managed, scaled and coordinated cross-functional teams** across finance, sales, marketing, design, operations, logistics, and engineering, ensuring alignment and execution across all business units.
- **Drove growth to multi-million dollar revenue run rate** with triple-digit YoY growth, 75%+ repeat booking rates, and first-booking CAC payback through operational excellence and strategic execution.
- **Established and owned inventory planning and management operations** to create repeatable workflows for purchasing and logistics, enabling predictable staging operations while reducing manual overhead.
- **Built financial operational infrastructure from the ground up**, including FP&A models, multi-market expansion processes; established KPIs and data-driven decision making frameworks for Series A fundraise.
- **Led marketing and product initiatives to grow retail sales**, overseeing in-home experience testing, optimization, and the launch of a new interior design and retail offering that expanded revenue opportunities.
- **Led fundraising efforts, strategic growth planning**, investor materials and pitching to investors.

**Apartment List** | San Francisco, CA

*Senior Director, Growth, Strategy & Partnerships* | Aug 2020 – Dec 2021

- **Promoted to executive leadership committee** to oversee growth initiatives spanning acquisition, retention, and reactivation; led cross-functional team across sales, product, engineering, and analytics.
- **Launched partnership function**, building cross-functional coordination framework across sales, product, engineering, marketing, and analytics; launched first commercial partnership for TAM expansion.

- **Took ownership of company-wide OKRs** outside formal responsibilities, selected due to cross-functional relationships and operational rigor; established planning cadence across the organization.
- **Formalized strategic planning processes** across the growth organization, including competitive landscape assessments, opportunity evaluation frameworks, and long-term growth planning.
- **Led cross-functional overhaul of customer notification system**, managing 3 engineers, 1 PM, and 1 growth marketer through build vs. buy evaluation, vendor evaluation and migration; increased MAU and NPS.
- system to scalable vendor platform without disrupting customer experience or revenue recognition.
- **Established repeatable lifecycle marketing playbook** with documented processes, performance frameworks, and quality standards that became company standard.

#### *Director, Growth – Performance Marketing | Sep 2019 – Aug 2020*

- **Managed performance marketing team and operations** with multimillion-dollar annual spend across SEM, Facebook, and Native channels; improved efficiency and ROAS at scale, consistently achieving 200%+
- **Built SQL analytics dashboards** providing real-time performance insights and enabling daily optimization; created self-service reporting tools used across marketing and analytics teams.
- **Launched new acquisition channel** (YouTube), established success metrics and evaluation feedback loops.

#### *Director, Growth – Content Strategy & Marketing | Feb 2018 – Sep 2019*

- **Built content marketing function from scratch**, establishing workflows, competitive analysis processes, and documentation that scaled team from 0 to 6+ members and enabled 10x growth in organic traffic.
- **Developed content strategy framework** through systematic competitive landscape and market trend analysis, creating repeatable evaluation processes that identified opportunities and informed strategic positioning.
- **Led technical integration with product and engineering** to build conversion pathways to core product.

#### *Director, Sales Operations | Apr 2015 – Feb 2018*

- **Built and led the sales operations department** of 30+ employees across account management, forecasting, analytics, Salesforce administration, and client success; launched 40+ markets, owned KPIs & OKRs
- **Implemented pipeline management processes** and sales enablement tools in Salesforce, improving visibility and performance management across teams, improving client satisfaction scores 88% in six months.
- **Established accounts receivable team and operations**, implementing invoicing and collection processes that reduced days sales outstanding (DSO) by 50%.

#### *Manager, Operations | Jun 2014 – Mar 2015*

- **Built and managed data operations team** to improve on-site listing quality; achieved 63% improvement.
- **Led operational turnaround** of 18-person customer service and inside sales division, increasing lead conversions 92% and personnel output 121% through process redesign and change management.

#### *Associate, Supply Operations | Jul 2012 – May 2014*

- Built and launched rental listing data curation team of 33 contractors, owned all operations and management
- Increased site supply by 30%, core to securing a \$15M funding round from Matrix Partners.

#### **Kenan Institute Asia | Bangkok, Thailand**

##### *Assistant Consultant, Project Management | Nov 2009 – Jan 2011*

- Researched and authored grant proposals that secured new projects and funding with corporations (e.g. Microsoft, Boeing, Citi) and international organizations (e.g. USAID, UN, UNWTO, ASEAN Secretariat)
- Drafted recommendations for social and economic development initiatives, including IP and innovation report for ASEAN, sustainable corporate social responsibility strategies, and SME free trade policy guidance.

#### **McAllister Olivarius | London, England**

##### *Paralegal | May 2007 – Aug 2008 (summers full-time; 30+ hours during school year)*

- Compiled and analyzed evidence used in a multimillion-dollar sexual and racial discrimination case.

## **Education**

**Wharton School of Business, University of Pennsylvania, M.B.A | 2018 - 2020**

**Stanford University, M.A. Communications | 2011-2012**

**Yale University, B.A. Political Science, with Distinction | 2005-2009**

**London School of Economics, General Course (Year Abroad) | 2007-2008**