

# Katie Reilly

Partner - Product & Technology



## CONTACT DETAILS

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## RELEVANT EXPERIENCE

Katie Reilly helps SaaS companies accelerate growth by turning strategy into shipped product. She partners with founders and scaling teams to launch new products, align roadmaps to revenue, and implement PLG strategies across fintech, healthtech, biopharma, and vertical SaaS.

Her experience spans interim and advisory roles where she drives clarity, speed, and execution:

### **CPO | Haruki (Mental Health Resilience)**

Led the 0-to-1 launch of an AI-powered platform for first responders and high-stress professions.

### **CPO | Ubiquity (Retirement & Savings)**

Implemented agile, modernized product ops, and led greenfield strategy for a 2.0 launch.

### **CPO | Corval (BioPharma Commercialization)**

Led strategic vision and delivery of disruptive SaaS platform, recruited & transitioned to full-time team to scale.

### **CPO | CircleBlack (WealthTech)**

Restructured product team, introduced roadmap and customer discovery disciplines; transitioned leadership to full-time lead to scale delivery.

### **Ecommerce PLG Advisor | Ministry Brands**

Commercialization advisor for growth-oriented execution across a portfolio of vertical SaaS serving faith-based and nonprofit sectors.

### **Product Executive | Seller Labs (Ecommerce)**

Drove growth across eight product lines through M&A and new product development. Built GTM and CS programs that extended LTV by 1.4 years and improved satisfaction by 32%.

### **Product Leader | PokitDok (Health Tech PaaS)**

Led product and CS for blockchain-based identity tools and payer-provider APIs under regulatory oversight.

**Earlier Roles** Held leadership roles at the *Medical University of South Carolina* and *Bank of America*, delivering clinical software and enterprise systems.

## PERSONAL STATEMENT

I've led product from the whiteboard to the boardroom—partnering with devs, pitching GTM to the C-suite, and using my fluency in both technology and business to turn ideas into growth.

As a fractional CPO and Product Practice Lead at TechCXO, I advise early and growth-stage B2B and B2B2C SaaS companies through critical phases of scale. I partner with founders, boards, and executive teams to launch products, drive PLG, and build agile, high-performing teams.

My background spans health-tech, fintech, and ecommerce, often in environments where product *is* the business. I've led from concept to launch, overseen multi-product portfolios, and driven GTM strategies that move the needle.

Whether guiding a new launch, aligning cross-functional teams, or untangling legacy complexity, I bring strategic clarity, product discipline, and a bias toward traction.

## PRACTICE FOCUS

### **STRATEGIC PLANNING & EXECUTION**

- Fractional CPO / Product Advisor
- Product Org Design & Team Scaling
- Vision, Strategy, & Roadmaps
- Product-Led Growth (PLG)
- Commercialization & Pricing
- Agile Transformation
- Cross-functional Roadmap Alignment & Prioritization

### **PRODUCT & DEVELOPMENT**

- 0-to-1 Product Launches
- Product Management Leadership & Coaching
- Portfolio Roadmap Development
- GTM Strategy & Execution
- Product Marketing & Customer Success Integration
- Agile Delivery Models
- Product Discovery & Customer Research
- Tools & Frameworks Implementation

## SECTOR EXPERIENCE

### **HEALTHCARE & LIFE SCIENCES**

- Clinical Workflows
- Payer/Provider Services
- Mental Resilience Training

### **FINTECH & PAYMENTS**

- Digital Payments Software
- Wealth Management Services
- Trading / Custodial Integrations

### **ECOMMERCE**

- Multi-Channel Fulfillment
- Ads Optimization

### **VERTICAL SAAS**

- AI Powered Workflow Automation

## EDUCATION

**The Citadel** - MBA, Leadership & Entrepreneurship

**Clemson University** - BS, Computer Information Systems