

# BECCA LONG

## Senior Product Manager

Analytical, hands-on leader and operator with a track record of building and scaling products and businesses at the cross-section of complex, regulated industries and technology. Driven by the challenge of growing teams and products from zero-to-one and building innovative, digital products that serve large, unfulfilled needs for people. Deep subject-matter expertise in product management, leadership, financial technology, and wealth management, with over a decade of management, distribution, marketing and product development experience. Passionate about delivering tools and experiences that drive change to help people better secure their futures.

### EXPERIENCE

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#### Lasso | President | Houston

NOVEMBER 2020 - PRESENT

- Founding team member brought in to oversee and execute on the build and launch of Lasso, a Fintech startup based out of Houston, Texas that matches people with financial advisors
- Raised \$3M in seed funding led by True Ventures
- Built team from 3 to 10 employees and manage all U.S. functions: engineering, product, marketing, business development, advisory and institutional sales
- Oversaw the build of Lasso as both a mobile app and web-based platform, which included developing product vision, user research & testing, execution of product roadmaps, stakeholder coordination, and management of engineering & design teams
- Led go-to-market strategy and in 1 year, achieved nearly \$500K ARR, over 15,000 downloads, aggregated more than \$300M AUM on the platform, and saw a 30% match rate (completion of engagement funnel)

#### BlackRock | Sr. Product Manager, Vice President | Houston

JANUARY 2018 - NOVEMBER 2020

- Responsible for building a technology platform focused on retirement that served thousands of financial advisors and generated \$20B in revenue
- Managed a team of Product Managers and drove product vision, strategy, client implementations and relationship management across a portfolio of BlackRock's advisory technology offerings
- Led strategic external partnerships and technology implementations with 30+ firms
- Worked closely with development, research, investment specialists, sales & marketing teams to deliver new product features and client installations

#### BlackRock | Product Strategist | NYC / Houston

JANUARY 2016 – JANUARY 2018

- Scaled BlackRock's digital platforms internationally to deliver retirement tools in new European markets (UK & Italy). Led client communication, product & launch strategy
- Developed investment strategy & product positioning for BlackRock's global suite of retirement-focused products – investments & tech
- Partnered with sales as the product specialist to close technology deals
- Scrum master for end-to-end development projects in an Agile framework

#### BlackRock | Retirement Marketing Associate | NYC

AUGUST 2013 – JANUARY 2016

- Responsible for the promotion of BlackRock's Defined Contribution products, specifically the Target Date Fund series, LifePath
- Developed and executed integrated marketing campaigns across social media, email, collateral, events, paid media, PR, webcasts and videos
- Developed and launched a refreshed online experience to drive product purchase and client loyalty

### CONTACT

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### SKILLS

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Agile Software Development  
APIs  
Business Strategy & Growth  
Data Analytics  
Digital Strategy  
FinTech  
HTML / CSS  
JavaScript  
JIRA  
Leadership  
Marketing  
Microsoft Office  
Product Management  
React  
SQL  
User Experience & Design  
User Research & Testing

### EDUCATION

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#### Columbia University

MAY 2013

Bachelor of Arts, Economics &  
Business Management

Varsity Rower, *Columbia Rowing*  
Recipient, *King's Crown Leadership*  
*Award*

#### DigitalCrafts

SEPTEMBER 2018 - APRIL 2019

Certificate in Software Engineering

### LICENSES & CERTIFICATIONS

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FINRA Series 7 License

FINRA Series 63 License

