



Rachel Bennett

Senior Product Manager - logistics and payments software

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Eight years shipping the operational middle of B2B software: dispatch, payouts, reconciliation, onboarding. I sit with the people who use the product before I open a roadmap, plan every initiative against a written target, ship in small cuts, and read the number back when the quarter closes. Looking for a Group PM or Director of Product role at a Series B to D company from January 2027.

EXPERIENCE

Senior Product Manager

2023 – Present

Parcelo · Toronto, ON

Own dispatch and payouts for a shipping platform used by 140 mid-market carriers; five engineers, one designer, one analyst. Shipped the Dispatch Board (38% less time to dispatch a day, median across 41 carriers), Instant Payouts (92% driver opt-in in six months on a new payments rail) and Rate Cards v2 (+21% self-serve signups). Hired and coach two product managers.

Product Manager

2020 – 2023

Ledgerline · Toronto, ON (hybrid)

First PM for the accounting side of an invoicing product for small trades firms. Took Reconcile from a customer's spreadsheet macro to the reason the middle plan exists (about 6,000 bookkeeper hours a year given back), and cut time to first invoice from nine days to one (thirty-day activation 41% to 63%).

Associate Product Manager

2019 – 2020

Cartage · Toronto, ON

Owned the shipper-facing tracking and notifications area of a freight marketplace after writing its first product from the support queue. Ran the beta program and the weekly release note.

Support Analyst

2018 – 2019

Cartage · Toronto, ON

First job in software: answered the same eleven questions about where a truck was, then specified the tracking page that made them stop. "Where is my order" tickets fell 54% in its first quarter.

EDUCATION

BCom, Operations Management

2014 – 2018

Lakeside University · Toronto, ON

Minor in computer science. Co-op terms at a courier and a payments processor, which is where the two halves of this CV come from.

SKILLS

Discovery and customer research ●●●●●

Payments, risk and compliance ●●●●○

Experiment design and post-launch reviews ●●●●○

Roadmaps, PRDs and release planning

SQL, Metabase and Amplitude ●●●●○

Hiring and coaching product managers ●●●●○

CERTIFICATIONS

Certified Scrum Product Owner

2020

Scrum Alliance

Payments Risk Fundamentals

2024

Meridian Institute

SQL for Product Analytics

2021

Lakeside University Extension

SELECTED LAUNCHES

Dispatch Board (2025)

One screen for the dispatcher's morning: 38% less time to dispatch a day, half the driver-location tickets.

Instant Payouts (2024)

Same-day driver pay on a new payments rail: 92% opt-in, loss rate under a tenth of a percent.

Ledgerline Reconcile (2022)

Automatic bank reconciliation from a customer's macro to a plan-defining product: about 6,000 hours a year saved.

Onboarding in a Day (2021)

Eleven steps to four: time to first invoice from nine days to one.

LANGUAGES

English	Native	Arabic	Native
French	Professional working		

TALKS AND WRITING

Write the target before the work	2025
Talk, ProductCamp Toronto	

The decision log: keeping your wrong calls	2024
Essay, Product Notes newsletter	

Onboarding is subtraction	2022
Talk, SaaS North	