Rachel Price

Strategic Advisor to Executives, Founders & Leadership Teams · People & Organizational Impact
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SUMMARY

Strategic advisor and former design and product leader with 20 years at Salesforce, Genesys, Indeed, Mindbody, and Nationwide, now running my own independent advisory practice in the Bay Area. I help executives, founders, and leadership teams solve the challenges that hold back business performance: misaligned leaders, avoided conversations, and organizations that struggle to turn decisions into results.

I work at two levels. With organizations, I align leaders with competing priorities, lead the change management that makes decisions stick, and build team structures, career frameworks, and operating rhythms that people adopt. With individuals, I'm a trusted advisor to executives and founders on their most complex decisions, and a mentor who has helped high performers grow into promotions and sustainable careers. I build relationships based on trust and candor, and bring optimism, integrity and genuine care to my work.

SELECTED IMPACT

- **Trusted by executives from my first job.** Right out of college, Nationwide asked me to reverse mentor the CMO and other executives, helping leadership close the digital gap. I learned early that leaders listen when you make it safe not to know.
- **Aligned senior leaders around shared decisions.** At Genesys, partnered with two product SVPs to align 20 product teams as one of 24 leaders in a 90+ person UX org. At Salesforce, brought product teams across the platform, from Sales Cloud to Marketing, to adopt our trust and explainability patterns, and co-led a cross-functional Experience Summit for the Agentforce and Data 360 platform teams, sponsored by our CDO and aligning key stakeholders across the company.
- **Earned 100% team trust scores, 10-22 points above the wider org.** In Salesforce's company-wide engagement survey, every member of my team agreed I foster a safe space to speak up, remove obstacles, focus on results while caring for everyone's wellbeing, and coach them to grow. Managed multiple designers, including three of the company's most senior ICs, through two years of organizational change, and got several promoted through individual career plans.
- **Led change management that stuck.** Merged two design teams at Genesys under one strategy and operating rhythm. Created planning rituals and process standards adopted as standard practice, from Genesys's design and product syncs to Indeed's UX standards for intake, alignment and definition of done.
- **Turned people data into decisions.** Used engagement survey results to launch a team wellbeing program at Salesforce. Built Salesforce's UX measurement plan, with baseline metrics, outcome tracking and a simple ROI model tying the work to business goals. Partnered with HR on Genesys's UX career framework.
- **Built practices that changed how a company sells.** Our trusted product tenets became mandatory education for Salesforce account executives working with customers. My team partnered with the Office of Ethical & Humane Use on Human at the Helm, a framework for keeping people in the lead of AI (internal Astro Award, 2025).
- **Brought ethics into business decisions.** At Indeed, drove removal of deceptive patterns from billing and checkout so the business could grow without working against its customers, and pushed back on unethical employer use of candidate assessments in hiring.
- **Built something from nothing, and kept it going.** Co-founded Yellow Springs Porchfest in 2018, bringing local government, police, businesses and artists together behind a community festival that is still running today.

HOW I WORK WITH LEADERS

Executive & founder advising · Leadership team alignment & facilitation · Organizational health assessments · Change management · Team structure & career frameworks · Talent & leadership development · Fractional product & design leadership · Advisory retainers

EXPERIENCE

Independent Advisor & Coach

2025 – Present · Alameda, CA · Remote

- Built and run an independent advisory practice: business development, client relationships, scoping and delivery.
- Advisor to Maia, a women's health startup, on product strategy and R&D for the product experience.
- Advise executives, founders and managers on leadership, team design and hard decisions; leadership team facilitation; 1:1 advising for women navigating life and work.

Director of Product Design, Data 360 + Responsible AI Vision & Strategy · Salesforce
Dec 2023 – Nov 2025 · San Francisco Bay Area · Hybrid

- Led and developed a team of 3 to 9, including three of Salesforce's most senior ICs, through nearly two years of organizational change; got multiple team members promoted through individual career plans; earned 100% team trust scores.
- Joined the Setup Council and led a large setup experience effort for the executive team, driving one consistent setup and configuration experience across the platform.
- Set the vision for trusted, explainable product experiences; in-line citations shipped across the platform, were demoed at World Tour as part of Agentforce 2.0, and went into enterprise customer pilots.
- Partnered with the Office of Ethical & Humane Use on Human at the Helm; our trusted product tenets became mandatory education for customer-facing account executives.
- Created and led the UX measurement positioning and pilot plan; co-led a cross-functional Experience Summit with Research & Insights and Customer Experience.
- Turned engagement survey results into a team wellbeing program focused on sustainable pace and team health.

Senior Product Design Manager, Analytics + Data Platform · Genesys
Mar 2022 – Dec 2023 · Remote

- Partnered with two product SVPs across 20 product teams as one of 24 leaders in a 90+ person UX org, leading design for Analytics & Reporting, Journey Management, Core Insights, Data Platform, Identity & Access Management and the Spark design system.
- Merged two design teams into one with a shared strategy and operating rhythm; created planning rituals between design and product that became standard practice.
- Partnered with HR on the UX career framework; brought design and research into every stage of the product lifecycle.

Manager, Product Design & User Experience · Mindbody
Oct 2020 – Jul 2021 · Remote

- Managed 11 people across three time zones, including four direct reports, through a fast pandemic pivot; drove UX strategy for Fitness, Salon, the Virtual Wellness Platform and Consumer Marketplace, used by small business owners, and led the design system.

User Experience Design Lead · Indeed
Nov 2018 – Oct 2020 · Remote

- Set the vision for Global Billing & Payments, Order Management and Checkout with senior leadership, and drove removal of deceptive patterns.
- UX point person for SMB Growth, Assessments and Platform; pushed back on unethical employer use of candidate assessments in hiring.
- Co-created and drove the UX process standards used across Indeed; led creation of company-wide UX principles; facilitated design sprints with cross-functional leaders.

Senior Manager & UX Design Lead · Salesforce Marketing Cloud
Jan 2014 – Nov 2018 · Remote (Seattle & Ohio)

- Led a 12-person UX team across 9 teams supporting ~500 billion messages a year; as Senior Manager, focused on hiring, onboarding and mentoring.

Digital Consultant & UX Design Specialist · Nationwide Insurance
May 2008 – Dec 2013 · Columbus, OH

- Reverse mentor to the CMO and executives; redesigned the auto insurance application for tablet and mobile.

Earlier: Freelance Consultant & Designer (1999–2015) for clients including the Columbus Zoo and Aquarium, Ohio Tourism and Wendy's · Marketing Designer, Resource Interactive · Designer & Art Director, Londy Lawrence

EDUCATION & CERTIFICATIONS

BA, Organizational Communication — Otterbein University · Minor in Speech Communication & Leadership Development
AAB, Information Technology, Marketing & Web Design — Zane State College
Design Experiences for AI — IxDA Masterclass Certification, 2023 · Design Thinking Explorer — Genesys

COMMUNITY LEADERSHIP

Co-founder & Executive Director, Yellow Springs Porchfest (2018 – present), built with local government, police and businesses · Co-producing community events with Alameda businesses · Group facilitator, Ohio AIDS Coalition Youth Leadership Summit