

LEAH FARMER

CPTO · ICF PROFESSIONAL CERTIFIED COACH (PCC) · EXECUTIVE & LEADERSHIP COACH

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I am a seasoned product and technology executive with 25+ years of senior leadership across Amazon, Expedia, and Sequoia-backed Klarna and Tourlane, and a credentialed coach with an ICF PCC and approximately 1,500 coaching hours. For the past four years I have run my own coaching practice, working with executives, founders, and high-potential leaders in tech across the US, Europe, and AsiaPac. As a two-time CPTO I have led product, design, and engineering simultaneously, giving me the rare ability to coach leaders across all three disciplines with genuine first-hand credibility. I combine deep operational experience with a neuroscience-informed, somatic coaching approach, helping people thrive in work they love. I also build: using AI-assisted development tools I independently ship full-stack applications and agentic workflows, keeping me technically grounded as a technology leader.

SUPERPOWERS & EXPERTISE

PRODUCT & INNOVATION

- Product Vision & Strategy
- Travel & Marketplace Platforms
- Embedded Payments / Fintech
- Fundraising & Investor Narrative
- Digital Transformation & Scale

LEADERSHIP & ENGINEERING

- CPTO & C-Suite Leadership
- Engineering Team Leadership
- Operating Models for High-Impact Teams
- Cross-functional Alignment
- AI Strategy, Innovation & Implementation

COACHING & CULTURE

- Executive Coaching (ICF PCC)
- ~1,500 Coaching Hours
- Burnout Recovery & Resilience
- Team Development & Psych Safety
- Neuroscience-Informed Practice

AI TOOLING & BUILD STACK

Tools: Claude / Anthropic API + MCP, ChatGPT, Gemini, GitHub Copilot, Cursor, Lovable, NapkinAI, CanvaAI

Stack: Next.js, React, TypeScript, Python, Supabase, Vercel, Resend

COACHING PRACTICE

Leah Farmer Coaching & Advisory

January 2021 – Present

Founder · ICF PCC Executive & Leadership Coach

I founded my coaching practice to serve product and technology leaders navigating high-stakes transitions, burnout, and growth. My clients include C-suite executives, VPs, and founders across fintech, healthtech, and travel. I hold an ICF PCC credential with approximately 1,500 coaching hours and bring neuroscience, somatic awareness, and deep industry expertise to every engagement.

- Coach product and technology leaders across the US, Europe, and AsiaPac on team alignment, communication, and executive presence.
- Design and deliver bespoke internal coaching programs blending group and individual coaching for high-performing teams.
- Developed Beyond Burnout, a structured program helping leaders and teams build sustainable success strategies.
- Created The Co-Founder Connection, a specialized program helping co-founder pairs strengthen relationships and shared leadership frameworks.

- Embedded on-demand coaching for companies including Synera, PPro, and Castles, supporting product, engineering, and design leaders.
- Notable coaching clients include leaders at EA Sports, GitHub, Amazon, Klarna, Google, Adyen, Decathlon, SAP, Spotify, and a range of startups across Silicon Valley and Europe.
- Built a multi-agent AI content operations system for the practice: an interview agent runs monthly and weekly to set content strategy across LinkedIn, Substack, Instagram, and Mailchimp, auto-generating a content map and design assets for review, personalization, and publication.
- Delivered product and organizational strategic assessments for a small number of UK-based investment firms and VCs, evaluating portfolio company product maturity, team structure, and AI readiness.
- Advised two UK tech startups on AI strategy, integrating AI capability directly into their product roadmaps and go-to-market positioning.

INDEPENDENT AI BUILDS

Building full-stack consumer and coaching tools end-to-end using AI-assisted development. All projects conceived, architected, and shipped independently.

Need a Pep Talk

2024 – Present

Founder & Builder

AI-powered pep talk generator. Solo full-stack build on Next.js, Supabase, Resend, Vercel, and the Anthropic API. Designed, built, launched, and iterated end-to-end. needapeptalk.com

The 13th Stage

2025 – Present

Founder & Builder

Burnout diagnostic platform for senior tech leaders. 28-question assessment engine with a free guide, paid workbook, and 1:1 coaching pathway. Next.js / Supabase / Vercel stack. the13thstage.com

Wild 369

2025 – Present

Founder & Builder

Affirmation app based on Nicola Tesla's love and wonder for the power of 3, 6, and 9 built on TypeScript with Supabase and Resend. wild369.com

The Launch by Leah

2025 – Present

Founder & Web Studio

A small studio building websites for coaches, therapists, and solopreneurs. Process begins with coaching: clarifying voice, audience, and positioning before the technical build. Completed builds for multiple coaches and wellness practitioners. thelaunchbyleah.com

Wren & Roots

2025 – Present

Builder

Ritual guide PDF product series. Conceived, written, designed, and produced independently using Python and ReportLab. wrenandroots.com

EXECUTIVE LEADERSHIP EXPERIENCE

TravelLocal

December 2024 – Present

Fractional Chief Product & Technology Officer (CPTO)

VC-backed travel tech scaleup. Brought in to lead Product and Design; expanded remit to include Engineering leadership in February 2025. Partner closely with CEO and CFO on growth, conversion, and fundraising.

- Introduced a new Product Operating Model including team charters, rituals, and cross-functional ownership.
- Recruited and onboarded new Product Managers and Designers, increasing capacity and strategic clarity.
- Created TravelLocal's customer experience vision and strategic framework, anchoring development to conversion and satisfaction metrics.
- Led Engineering leadership transition, defining delivery processes and building psychological safety and velocity.
- Developed and led TravelLocal's company-wide AI strategy and innovation roadmap, including facilitating a company-wide AI hackathon and building a working top-of-funnel request flow on the day.
- Built Destination Pulse, an internal AI-powered data tool integrating live flight pricing and Google Trends APIs to surface demand signals for destination planning.
- Built a custom MCP server in TypeScript connecting Claude to TravelLocal's internal communication platform, enabling AI-assisted workflows across product and engineering.

Yabie

December 2021 – December 2023

Director, Board of Directors (Non-Executive)

Provided strategic oversight and guidance on product innovation, technology scaling, and leadership development for Yabie, a fast-scaling SaaS fintech operating across Scandinavia.

- Advised on the development and scaling of Yabie's SaaS-based POS systems, contributing to a 326% revenue increase between 2021 and 2022.
- Supported Yabie through key acquisitions including Cashit AB and Yabie Norway AS, as part of a broader Scandinavian expansion strategy.

Provided coaching and mentorship to Yabie's leadership team to enhance team dynamics and improve decision-making processes.

Google

January 2023 – May 2023

Director, Product Management – Commerce

Led cross-functional product teams within the Commerce business unit, defining the Unified Merchant Identity (UMI) strategy. Role was significantly descoped following large-scale restructuring; resigned to pursue more aligned opportunities.

- Led the UMI Strategy development to enhance Google's commerce product portfolio and create a more integrated merchant experience.
- Created tighter alignment between Product, Design, and Engineering at Director level.

Tourlane

February 2020 – December 2022

Chief Product & Technology Officer (CPTO)

Led product, design, and engineering through a critical growth phase including the global pandemic, managing a cross-functional team across multiple offices.

- Spearheaded a successful \$20M Series C extension (total raised: \$67M), partnering with the CEO and CFO on investor narrative.
- Led the tech team to deliver 10–15 features per quarter, improving conversion, satisfaction, and operational efficiency.
- Built and scaled engineering and product teams, defining hiring frameworks and leadership principles.
- Introduced data-driven travel planning tools, integrating human expertise with technology across 50+ global destinations.

Klarna

November 2017 – January 2020

Vice President, Product Management & GM, Merchant Services

Led the Merchant Services domain, overseeing 15 teams and 120+ people across product, engineering, and design. Drove product development and innovation in Klarna's global merchant solutions.

- Drove a 300% increase in SMB merchant sign-ups; expanded relationships with H&M, ASOS, Samsung, and AliExpress.
- Oversaw the expansion of Klarna's Berlin Tech Hub, scaling merchant product development across Europe and the US.
- Developed Klarna's new PM operating model; authored the Klarna PM 101 Book as a foundation for internal knowledge culture.
- Built and led cross-functional leadership team across product, engineering, and design in a hypergrowth environment.

Providence Health & Services

May 2016 – November 2017

Senior Director, Technical Product Management

- Directed creation of the Express Care at Home mobile app, enabling on-demand provider house calls.
- Led launch of Providence Express Care Virtual, a Telehealth platform expanding care access across a multi-state service area.
- Developed the DIG Leadership Principles and implemented PM writing culture and best practices.

Expedia

June 2015 – May 2016

Director of Strategy & Principal Technical Advisor

- Led cross-functional architecture teams aligning product, engineering, and design across core transaction services.
- Spearheaded a hackathon program that accelerated migration of services to cloud infrastructure.

Amazon

May 2012 – May 2015

Senior Technical Product Manager (PM-T) – Global Payments Services

- Led product management for core transaction services handling 1B+ transactions/month, including payment tokenization and routing architecture.
- Led the development and launch of the global invoicing platform for Amazon Business: \$1B in sales in year one, \$10B+ in year two.
- Drove card-present payment processing capabilities, expanding Amazon's in-person payment reach.

EARLIER CAREER

IP Commerce Senior Product Manager, PaaS & Value Added Services *2011–2012*
LAF Consulting Independent Consultant – Fintech, Retail & Nonprofit *2009–2012*
Infonox (TSYS) Senior Technical Program Manager & Solution Architect *2007–2010*
Electronic Clearing House (ECHO) Product Manager, ACH & Collections *2003–2007*
Staff Accountant & Assistant Controller Roles Foundation in business operations and financial analysis *1997–2003*

CERTIFICATIONS & EDUCATION

Professional Certified Coach (PCC)

International Coaching Federation (ICF) · Jan 2023

MA – Organizational Leadership & Change Management

Gonzaga University · 2021 · Summa Cum Laude, GPA 4.0

Certified Life Coach

Martha Beck, Inc. · Dec 2023

MBA – Technology Management

University of Phoenix · 2004 · Summa Cum Laude, GPA 4.0

Certified Menopause Coaching Specialist

GGS, Inc. · Jun 2024

BBA – Accounting

Freed Hardeman University · 1997 · Cum Laude, GPA 3.5

Six Types of Working Genius Facilitator

The Table Group (Patrick Lencioni) · Summer 2023

Certified OKR Practitioner (Level 2)

OKR International · Dec 2023

Pillars of Neuroscience for Coaches

Academy of Neuroscience & Education · Jun 2023

Certified Scrum Product Owner & Scrum Master

Scrum Alliance · Mar 2014

Mindfulness Certification

Yoga Renew · Jul 2023

2nd Degree Reiki Practitioner

Sammasati School of Reiki · Jan 2021

OTHER DISTINCTIONS

Founder Advisor / Angel Investor (2023–Present) Strategic advisory to founders on product strategy, team design, and fundraising narrative.

Podcaster (2024–Present) Host of One Question (weekly, solo) and co-host of Practical Product Management (biweekly with Marilyn McDonald).

Writer (2020–Present) Publishing on Substack (Notes in the Margins) and Medium, exploring leadership, burnout, AI, and personal growth.

CMO Circle Speaker (July 2026) Co-presenting "When Everyone's a Builder: How Product, Engineering, and Marketing Work Together in the Age of AI" with Nicola Anderson.