Hody Gerlitz

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Senior Product Leader | MVP | Product Roadmap | Go to Market | AI | ML | Customer Centric | Deep Learning | B2B | B2C | Agile Methodology | Marketplace

OVERVIEW:
Senior Product Leader with 10+ years of experience in end to end Product Management, including B2C, B2B Marketplace products and scaling products internationally. 4+ years working in software marketplace industry which include building and launching products and features for internal, service workers and gig workers respectfully for iOS, Android and Web native applications

Managed 20+ products and 30+ product initiatives, including a B2B/B2C talent marketplace product that reduces the time to hire by an average 25% and an AI gig economy product that facilitates and streamlines talent placement and fulfillment.

STRENGTHS
Leadership: Lead and mentored a team of 12 product managers, design and engineering across 9 products (Jitjatjo)
Data: Leverage qualitative and quantitative data points to drive product prioritization and decision making (Jitjatjo, Moody's)
Communications: Host bi-weekly Product & Engineering business update sessions to an audience of 70 (Jitjatjo, Moody's)
Strategy: Worked along side c-suite to secure company's first international client, generating the company $26M in revenue (Jitjatjo)
B2B: Managed 10+ B2B products for partner clients (Jitjatjo, Apptales)
P&L / Budget: Raised and managed line items as large as $2M (Jitjatjo, Weepo)

PROFESSIONAL EXPERIENCE:

Jitjatjo   **Dec 2022 – Present**
Product Lead   New York, NY
Manage cross-functional team of 20 to oversee 9 B2B and B2C Products within the talent and gig economy industry, including a B2B Product by optimizing the online onboarding process and a B2C performance management product across the US, AUS and Middle East.

Achievements:
- Secured **Series B** funding by reduced the lateness infraction count for talent from 15% to 7% in 3 months by designing and rolling out the performance management automation initiative
- Design, prioritized and launched initiative to reduce the time to hire from 7.9 days to 5.5 days in 4 months for newly joined applicants

Responsibilities:
- Meet **Product Roadmap** deadlines of internal and B2B initiatives, driving global market expansion by white-labeling services to agencies involving navigating diverse markets and adapting the product to different languages and regulatory environments
- Develop and align **MVP** product briefs and **go to market plan** against business KPIs and OKRs prior to prioritizing design and development features based on effort and impact metrics
- **Collaborate** with operations and users to understand business **pain-points** while empathizing with the **voice of customer** to write holistic problem solving and scalable user stories to maintain long-term vision for the product's growth and adaptability
- Set and refine business objectives together with **key performance indicators** with c-suite and operations as well as align with cross-functional teams, fostering collaboration between Business, Operations, Design, and Engineering teams and leads.

Moody's Corporation.   **Feb 2021 – Dec 2022**
Senior Product Manager   New York, NY
Served as the lead for internal and external software tools focused around unified communication and collaboration for 13,000+ employees across 3 entities in US, APAC and EMEA. Led product proof of concept, pilot, and training for all unified communication and collaboration software, globally.

- Spearheaded *unified communication and collaboration and Workplace of the future* Initiatives to modernize remote, onsite, and hybrid workforces, globally
- Leveraged **qualitative and quantitative** data points to help increased Stakeholder adoption for proprietary product tools from 22% to 35%+
- Engaged with customer and stakeholders to understand process gaps and help determine the appropriate systematic and procedural solutions to address gaps
- Consulted with various functional departments within the organization (including engineering, executive and beta) to understand **business requirements** for new features that the organization would like to implement
- Communicated all changes (enhancements or bugs) being made in the production environment to the key business stakeholders to ensure all internal documentation and training modules are up-to-date
- Performed UAT for enhancements and bug fixes to ensure test plans are executed effectively and engage with subject matter experts as needed to ensure all business cases are accounted for in test plans

Cinch Home Services LLC.   **Jul 2020 – Feb 2021**
Senior Product Manager   Miami, FL
Consulted subject matter experts and key business stakeholder to set business requirements to create effective business requirement documents including: documentation of high level requirements, functional and technical requirements, use case stories, quantitative data collection and updated or new business process flows.

- Owned **integration** of the current field service management platform (ServiceBench, an Asurion company) utilized for part ordering, claim processing, and service management needs, with the Accelerate initiative (In house service management platform)
- Consulted with various functional departments within the organization (including marketing and executive) to understand **business requirements** for new features that the organization would like to implement
- Primary contact for all major and minor bugs or defects with the field service management platform and duties include effectively troubleshooting, documenting, and communicating reported issues or outages
- Handled biweekly release planning for all enhancements and bug fixes being released to the production environment and ensure monthly allocation of software development hours is being effectively utilized
- Performed UAT for enhancements and bug fixes to ensure test plans are executed effectively and engage with subject matter experts as needed to ensure all business cases are accounted for in acceptance criteria
- Created adhoc reports and dashboards using Service Intelligence (SI; a MicroStrategy reporting tool) for purposes of quantifying impact of issues or value to organization for potential enhancements

R4D | Edtech Hub LLC   **Jul 2020 – Dec 2020**
Senior Product Manager | UX Lead   London, UK
*Created a holistic and all-encompassing **user-centric design** and implementation tailored to user needs and desires using data findings and market research while bridging design, development and QA teams to ensure timely deliverables through implementation of Agile methodology techniques.*

- Set and reviewed **product specifications and requirements**; recommended the nature and scope of present and future product lines; appraised new product ideas and product changes
- Analyzed proposed product development programs; prepared return-on-investment analyses; established project schedules with internal stakeholders and teams
- Managed strategies regarding product specifications and user psychology; conducted concept and usability testing and gathered feedback
- Analyzed complex data sets and performed advanced analysis, data cleansing, data warehousing and data mining efforts
- Trained team of PHDs, data researchers, and leadership with writing and implementing digestible educational technology content on the web platform

Apptales Inc.   **Oct 2017 – Jul 2020**
Founder, UX Lead   New York, NY
Founded a product strategy and UX design and development agency serving nonprofit, fintech, and ecommerce businesses.

- Collaborate with clients, team members, and outside subject matter experts to ensure a complete understanding of product and development needs; work in tandem with engineering leaders to scope initiatives and lock features into sprints
- Effectively developed and shipped 10+ digital products to clients on iOS, Android, & Web technology
- Collect and analyze feedback from customers, stakeholders and other relevant parties to shape **requirements, features** and end products; align stakeholder key performance indicators with **product features and requirements**

Weepo LLC   **Jan 2014 – Sep 2017**
Co-Founder & Head of Product   New York, NY
Launched a MVP events-based meeting application and personally secured seed investment in excess of $2M. Managed relationships with partners, investors, and vendors as well as the day to day product affecting 120k users in the Greater New York area.

- Designed and implemented business strategies, plans, and procedures; set comprehensive goals for performance and growth
- Implemented **Agile methodology** techniques, bridging design and development teams to ensure timely deliverables; evaluated performance through extensive analysis of data and metrics
- Drove expansion activities, including investments, acquisitions, and corporate alliances

SKILLS

Product & Project Management:	Gitlab, JIRA, Trello, Confluence, Asana, SharePoint, Basecamp, Smartsheet and Miro
Agile methodologies:	Scrum, Kanban, Lean, and Scaled Agile
Reporting & Data Analytics:	Google Analytics, Tableau and MS Excel
Marketing and Advertising:	SEO, SEM, Google AdWords, Google Search Console and Facebook Business Manager
Experimentation tools:	Invision, Typeform, MS Forms, and Google Survey
Web technologies:	HTML, CSS, JavaScript, React, JSON, Python, Rest APIs
Cloud Computing Platforms:	Amazon Web Services, MYSQL
Content Management (CMS):	Magento, BigCommerce, Amazon and eBay Marketplace
Design, Charts, Wire-framing:	Adobe Photoshop, Balsamiq, Sketch, Figma, InVision, Zeplin, Lucidchart
Languages:	Hebrew (Fluent), Spanish (Basic)
Other:	Zapier (Automation tool), Postman (APIs), SQL

EDUCATION & CERTIFICATIONS

Product School, Digital Product   **Jan – Apr 2020**
Product Masterclass, Building Digital Products

Yeshiva University, Sy Syms School of Business   **Jan 2013 – May 2016**
Coursework towards B.S., Accounting   *New York, NY*

PROFESSIONAL AWARDS & RECOGNITION
- Google Media Partnership
- Clutch.io NY: Top UX Agency