

# Ethan Jablonowski

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## SUMMARY

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Cross-functional operator with 10+ years experience across product, growth, and operations in competitive markets. As Founding COO at KOMPETE (Modernize Games), I led the design, go-to-market, and operation of a live game economy and marketplace that scaled to over \$100M in trade volume. My work centers on building useful products, bringing them to market effectively, and designing systems that scale, reflecting my evolution from roots in digital marketing to product and operational leadership. I'm currently involved in the early buildout of Outpost, a pediatric therapy venture.

## SKILLS

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Product Management & Strategy • GTM • Systems & Operations • Paid Ads • SEO • Stakeholder Communication

## EXPERIENCE

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**Outpost Therapy** | Chattanooga, TN  
*Co-Founder*

*July 2025 – Present*

- Building a cash-pay pediatric OT practice from zero, defining the service model, positioning, pricing, and hybrid-mobile delivery structure
- Developing the brand and digital presence, including website, messaging, and SEO strategy to support local demand while establishing broader digital reach
- Establishing operational foundations for onboarding, scheduling, payments, and compliance to support sustainable growth

**Modernize Games** | San Diego, CA  
*Founding COO*

*Feb 2021 – June 2025*

- Designed and operated KOMPETE's decentralized game economy and marketplace, scaling to \$100M+ in trade volume across 110k+ on-chain transactions
- Directed product development in a live-service environment, designing and iterating core marketplace and economy features based on real-time player behavior and market dynamics
- Led platform and infrastructure strategy, including Base migration planning, to abstract crypto complexity and improve onboarding UX while reducing fees and friction
- Owned go-to-market strategy and feature rollout for core product launches, defining positioning, messaging, and marketing strategy around the live game economy
- Communications and public-facing lead, delivering 100+ stakeholder updates, AMAs, and panels
- Managed partnerships and operational risk across payments, platform constraints, and external vendors

**Digittopia** | San Diego, CA  
*Product Manager / Media Buyer*

*April 2020 – Dec 2020*

- Led early-stage product development for an on-demand healthcare services app, defining user flows, product specifications, vendor selection, budget, and delivery plan
- Coordinated EHR integration planning (DrChrono) and ensured compliance across app design and marketing content in collaboration with licensed medical stakeholders
- Built and scaled a content-driven SEO and paid media arbitrage system with six-figure monthly ad spend across Meta and Google during peak performance periods

**Linnea Design** | San Diego, CA  
*Growth Marketing Lead*

*May 2019 – April 2020*

- Modernized a legacy ecommerce platform by migrating to Shopify and rebuilding the website with improved UX, conversion flows, and site structure optimized for older customers who traditionally ordered via phone after receiving yearly mail catalogs
- Launched the brand's first paid acquisition efforts on Meta, iterating creative, messaging, and funnel performance against CAC targets; drove record holiday AOV and new customer acquisition
- Partnered with the founder to align growth initiatives with fulfillment, inventory, and seasonal operational constraints

**Early Growth Marketing** | San Diego, CA  
*Self-Employed - Affiliate, Services*

*Jan 2014 – April 2019*

- Built and operated a fitness coaching business using content, funnels, paid media, and community building to acquire and retain customers
- Designed, developed and A/B tested content and affiliate sites, developing hands-on expertise in SEO, keyword intent, and conversion-driven site structure
- Ran lead-generation and paid campaigns across Google and Facebook; supported local SEO for small businesses
- Executed real estate lead generation to support small-scale agency work, ranking top 4 for "Ocean Beach Realtor" as a new agent

## **EDUCATION**

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**University of Wisconsin-Madison**

Graduated: 2012

*Bachelor of Science (BS), Environmental Studies / Bachelor of Arts (BA), Sociology*