

Ethan Jablonowski

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SUMMARY

Cross-functional operator with 13+ years building products, scaling teams, and driving growth in competitive markets. Designed and led KOMPETE's game economy—a live-service video game and player-owned marketplace—driving \$100M+ in trade volume and multiple seven-figure revenue. Guided product roadmap and oversaw feature development in a high-stakes environment with real financial outcomes. Balanced stakeholder interests through strategic communication and narrative direction to align product, operations, community, and partners. Currently handling preliminary setup as co-founder of Outpost Therapy, a pediatric therapy venture.

EXPERIENCE

Outpost Therapy | Chattanooga, TN *July 2025 – Present*
Product, Operations, & Growth Consultant (Co-Founder)

- Co-founding pediatric therapy service from zero; own brand, digital presence, and operational systems
- Developing product positioning and customer messaging to define service model and market fit

Modernize Games | San Diego, CA *Jan 2021 – June 2025*
Founding Chief Operating Officer (COO)

- Owned product strategy and go-to-market for KOMPETE's game economy; shaped core systems and directed feature development, generating \$100M+ trade volume and multiple seven-figure revenue
- Designed UX and onboarding systems to educate players on crypto and marketplace mechanics
- Maintained operational cohesion across product, ops, and community for live-service delivery
- Communications lead & primary spokesperson; delivered 100+ stakeholder presentations and panel discussions to gaming/Web3 audiences
- Oversaw business development; managed partnerships with Xsolla, Apple, Epic Games and others

Digittopia | San Diego, CA *Oct 2019 – Sept 2020*
Project Manager / Media Buyer

- Translated founder's vision into product wireframes and technical requirements for a medical spa app
- Coordinated clinical integration into DrChrono EHR and oversaw compliance and vendor sourcing
- Ran six-figure/month arbitrage campaigns on Facebook/Google with consistently positive ROI

Growth Marketing Consultant | San Diego, CA *Feb 2014 – May 2018*
Self Employed

- Built and operated a weight-loss coaching business: managed funnel strategy, marketing, and delivery
- In-house marketing lead for Linnea Design: overhauled strategy, digital ads, and web development
- Ran paid ad campaigns (Google/Facebook + SEO) for client and personal ventures, consistently delivering positive ROI
- Led organic growth strategies (SEO, content, community building) to drive traffic and revenue

SKILLS

Growth Marketing • Product Strategy • Operations • Public Speaking • Partnerships • Figma • Asana

EDUCATION

University of Wisconsin-Madison Graduated: 2012
Bachelor of Science (BS), Environmental Studies / Bachelor of Arts (BA), Sociology