

# JACKSON ENG

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Technical program and product leader with 7+ years of experience driving end-to-end delivery of complex, cross-functional programs across AI, fintech, wellness, and consumer tech platforms. Skilled at scaling mobile and wearable experiences, automating workflows, and transforming data into actionable insights that boost efficiency, engagement, and growth. Adept at aligning engineering, design, and business teams to deliver high-impact solutions that simplify user experiences and enable scalability across platforms.

## IMPACT HIGHLIGHTS

- **AI & Automation at Scale:** Led multi-disciplinary teams across product, engineering, and design to deliver large-scale SaaS, mobile, and AI-driven experiences with measurable business impact.
- **Mobile Product Delivery:** Oversaw full lifecycle of mobile and connected device platforms across fintech and wellness, achieving 35% adoption growth and 63% retention increases through data-driven iteration.
- **Data-Driven Execution:** Applied SQL, visualization, and analytics to monitor performance, reduce friction in workflows, and inform strategy driving 20–57% efficiency and renewal gains across platforms.

## PROFESSIONAL EXPERIENCE

**AI Product Manager - Vibe Builder** | AI Learning Community by Microsoft Teams May 2025 – Present

*Driving the launch of an AI-powered companion platform that delivers interactive and gamified AI learning experiences to a global community.*

- Directed cross-functional delivery of an AI-powered learning platform, aligning product, engineering, and design streams to ensure timely, high-quality releases across global user segments.
- Directed delivery of gamified, AI-powered learning experiences in collaboration with design, engineering, and engagement teams.

**Senior Product Manager** | DVORA | Jersey City, NJ

Sep 2023 – May 2024

*Led product strategy for a multi-sided real estate SaaS platform and mobile apps serving landlords, residents, and service providers.*

- Designed and implemented Power BI reporting dashboards to surface property performance and engagement metrics, driving **adoption by 35%** and increasing client renewal rates.
- Drove alignment across engineering, customer success, and business teams, using data to prioritize features and deliver intuitive in-app support that boosted **CSAT from 3.14 to 4.93**.
- Mentored junior PMs on user research and agile practices, fostering a product-led, outcome-driven culture.

**Head of Product** | FocusCalm (BrainCo) | Remote

May 2022 – Feb 2023

*Led product and engineering for a B2C wearable wellness SaaS platform leveraging AI and behavioral analytics.*

- Defined product vision and roadmap, launching new SaaS + mobile platform that **doubled revenue** and **boosted retention by 63%** in three months.
- Introduced data-informed product experimentation and OKR tracking, empowering teams to make faster, user-centric decisions.
- Led quarterly planning sessions, aligning engineering, design, and marketing on key initiatives and measurable outcomes.

**Director of Product** | Breethe | Remote

Jul 2020 – Jun 2022

*Directed global product strategy for a top-ranked wellness app with 10M+ downloads.*

- Scaled a global subscription-based platform to **10M+ downloads**, boosting user **retention by 18%** and new user **conversions by 22%** through user personalization.
- Launched company's first AI-driven recommendation engine (chatbot) that **increased engagement by 35%**.
- Established a culture of experimentation, partnering with Marketing and Sales to optimize funnels and accelerate adoption.

**Founding Product Manager** | Piñata | New York, NY

Feb 2019 – Jan 2020

*Built and launched a B2B2C mobile rent payment platform with rewards for timely payments.*

- Translated concept into a functional SaaS and mobile platform within 6 months, leading end-to-end product lifecycle.
- Drove product-market fit through user research and executed GTM launch, establishing initial user base and partnerships.
- Hired and led the product team, fostering a rapid-iteration, outcome-driven culture.

**Technical Product Manager** | Unified (iHeartMedia Company) | New York, NY

Sep 2017 – Dec 2018

*Led a team of data scientists, engineers, and designers to develop a new B2B SaaS platform. The platform provided Fortune 500 clients with in-depth audience intelligence, enabling them to build more effective marketing strategies.*

- Defined strategy and execution of a new revenue-generating product using **1st and 3rd party data**.
- Built real-time KPI dashboards integrating multiple data sources, **improving efficiency by 45%** and enabling clear performance tracking.

## EDUCATION / COURSES

**AI Community Learning Program**, Microsoft Teams

2025

**AI Product Management**, Program Certification, Product HQ

2023

**Information Management & Technology**, Bachelor of Science

**Marketing**, Bachelor of Science

Syracuse University | Syracuse, New York