JAY WADHWANI

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PRODUCT MANAGEMENT LEADER with 12+ years of product experience and helping tech companies unlock new value with AI. I focus on what matters most: deep user empathy, smart experimentation, and zero-to-one execution that scales.

STARTUP & BIG TECH EXPERIENCE

Bucket Listers | Atlanta, GA   Nov 2024 – Present
SVP – Product Management | Consumer Experience & AI Lead

• *Team Management.* Oversee a team to redesign mobile and web, with a focus on growing the userbase through frictionless signups, ticket purchases, and reengagement through deep personalization
• *Consumer Strategy.* Reporting to the CEO, I drive the consumer product vision by reimagining the user experience with an AI led approach (NLP Search, AI dynamic pricing, programmatic SEO for growth)

Fevo | New York, NY   Nov 2023 – July 2024
Director, Head of Product Management | Growth & Social Commerce

(*** Impacted by layoffs at the leadership level. CFO and CEO were let go in April 2024.***)
- *AI Vision:* Partnered with the CEO to redefine the e-commerce experience with AI, enhancing social shopping and customer engagement (https://www.youtube.com/watch?v=wBrz6Fm9NUQ)
- *Scalable SaaS Solution.* Lead the development of cloud-based B2B2C models; successfully deployed the Shop With Friends API in partnership with major retailers like Michael Kors and Tiffany & Co
- *Team Management.* Led a team of 3 product managers in creating a roadmap for scalable API products, aimed at improving DevOps through rapid deployment and iterative feedback
- *Stakeholder Management.* Collaborate cross-functionally with engineering, marketing, sales, and design to build new revenue pipelines for the company

Meta (Instagram) | New York, NY   June 2022 – July 2023
Lead Product Manager @ Instagram | Growth & Activation, Introduction Experiences
- *Leadership.* Led the discovery and onboarding growth strategy and listed as inventor of IG's logged out experience (patent app no. 18/511,564); used by 90M people per day, driving a 12% lift in activation
- *Customer obsessed.* Championed transformation of the logged out experience to become user focused, identifying and executing against KPIs that would increase the value proposition for new users
- *User Experience.* Achieved key wins by creating a growth product strategy, including shortening sprint cycles, increasing sprint velocity, and optimizing UX and product functionality
- *Roadmap Development.* Established and managed the product roadmap, prioritizing features and enhancements that had the most significant impact on user acquisition and activation
- *Data Analysis.* Utilized data-driven insights, user feedback, and A/B testing to make informed decisions, optimize user experiences, and increase user engagement and conversion rates.
- *Results.* Increased U.S. Teen MAU by 15% in H2 2022 by focusing on optimizing core user journeys

Macy's | New York, NY   August 2020 – May 2022
Principal Product Manager | Innovation Team
- *Leadership.* Led product team (two direct reports) on digital initiatives at Macy's and Bloomingdale's: planned 0 to 1 product roadmap for Digital Beauty from the ground up – generated over $100M in annual sales
- *Results.* Delivered a 20% increase in add-to-bag rate and a 7% increase in conversion after introducing augmented reality (AR) for virtual try on (published in earnings reports by CEO)
- *Product Strategy.* Partnered with Chief Digital Officer to build digital strategy in response to pandemic

Pandora Music | Atlanta, GA   March 2019 – July 2020
Senior Product Manager | Digital Media (Identity, Podcasts, Social, & Offline)
- *Growth.* Utilized machine learning (ML) insights to develop share features, deep linking back to Pandora for seamless app installs, driving a 10% referral conversion rate
- *User Experience.* Increased total listening hours by 2% by shipping bottom navigation, which directly led to an increase in ad revenue by 200M; this was the largest feature launched at the company in 2019
- *Profile Management.* Developed and A/B tested self-expression tools on user profiles that allowed them to leverage music to tell their story

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LinkedIn | San Francisco, CA   Feb 2016 – March 2019
Senior Product Operations Manager | Company Pages
- *Recognition.* Promoted and recognized as "amazing at bringing people together" in year-end reviews
- *Execution.* Shipped email admin notifications when members request admin access for a company page
- *Data Driven.* Wrote SQL queries to identify largest pain points for Company pages. Considered key compliance pieces for GDPR and CCPA to uphold and protect member privacy.
- *Customer Obsessed.* Led the design and rollout of a company page creation system that generated ~$20M from new advertisers and reduced member complaints by 80% in category
    ### Notable Accomplishments:
    - Most Creative award team presentation - GCO Summit
    - Top of the Charts Voice of the Customer award - self-serve page deactivation
    - Members First award - one-click company page creation and claim process
    - Performance awards on 16 occasions – 15,750 peer-recognition points (top performer on my team)

Set Me Up, Inc. | Northeast, United States   June 2011 – Dec 2015
CEO & Co-founder
- *Product Development.* Built machine learning (ML) models to create algorithms that rank how users are connected and who users should connect with
- *Product Development.* Led development team to build 3 iOS apps, 3 Android apps, and 1 PHP web app
- *Results.* KPIs include reducing acquisition costs to $1/10^{th}$ industry standard, user growth of 100,000 users within first three months, and drove monthly retention rates above 56%
    ### Notable Accomplishments as CEO:
    - Raised 600k+ in funding from angels and entrepreneurs (HBS Angels, Walnut Ventures, TiE Angels)
    - Mentored by the early-stage founder of Match.com and co-founder of Invisalign
    - People managed a team of 8 direct reports over the course of 3 years
    - Portfolio apps featured in Boston Globe, Wash Post, BBJ, and made the cover of Improper Bostonian

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EDUCATION & CERTIFICATIONS

Juris Doctor (JD) | Master of Business Administration (MBA): Stetson University, Emory Law School   **2008 – 2011**

Master of Science, Data Analytics & Machine Leaning (partially completed): Georgia Tech

Software Development & Programming Certificate: UC Berkeley Extension

Bachelor of Science, Economics: University of Georgia   **2003 – 2007**
    ### Notable Accomplishments
    - Admitted to the Florida Bar (passed Bar Exam on first attempt)
    - Recipient of Nierenberg Scholarship (highest academic improvement) and Hope Scholarship (tuition paid in full)
    - Finished 5-year JD/MBA program in 3 years (Bar License Number: 0093137)
    - Achieved Advocacy Concentration from #1 ranked Advocacy Program (per U.S. News)

AREAS OF EXPERTISE

- ✓ *Product Strategy*
- ✓ *Team Leader*
- ✓ *Product Led Growth (PLG)*
- ✓ *A/B Testing*
- ✓ *C Suite Relationships*
- ✓ *0 to 1 Product Lead*
- ✓ *Acquisition & Activation*
- ✓ *Web & Mobile*
- ✓ *ML & Generative AI*

ADDITIONAL SKILLS & ACTIVITIES

- Featured on an Emmy-nominated Netflix show Indian Matchmaking
- Technical Profile: SQL | Aha | Figma | Gen AI | AWS | Mobile & Web | Jira | SaaS
- Former freelance writer for AskMen.com – published in front of 7 million readers per month
- Leadership Activities: Captain of LinkedIn Volleyball team (2016 – 2019), Captain of Ice Hockey team (2023 – Current), Chapter Lead of Angel Squad (2023 – Current)