

Jon R. Gillam

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Passionate, product leader and relationship builder
Innovator, technical, data-driven

PROFESSIONAL EXPERIENCE

Senior Product Manager Client Solutions Platforms 2016 - Present **Washington Post Media**

- Led a small, cross-functional team to develop and maintain apartmentsshowcase.com and newhomesguide.com (with new business model/value prop), powered with a modern technology stack and built on a platform prioritizing the efficient collection and delivery of data to clients and admins.
- Gathered stakeholder feedback to roadmap and produce a dynamic admin suite for updating and syndicating property data, configuring integrations, viewing and reporting on statistics, and a variety of other features. The backend app aggregated what was previously 4 different sites, reducing duplication of efforts.
- Exceeded KPIs, increasing: returning users by 30%, daily active users by 57%, site signups by 43%, average time on site by 45%, and overall lead conversions by 85%.
- Took a data-centric approach to develop features to enhance our competitive advantage of being “local” – including a new “trending now” section showcasing live social feeds for each community - resulting in a leads increase for paid listings by 20% shortly after the feature launched.
- Used predictive analytics based on historical and geographical data to build a property recommendation engine
- Led the execution and planning of a promotional ticket giveaway on apartmentsshowcase.com - for the Washington Nationals – collecting 3,500+ new email addresses
- Maintained relationships with clients and vendors, conducting pre-sales product demos and managing contracts with integrators
- Conducted data research and analysis tasks as well as product trainings for sales staff and senior management.

Product Consultant 2014-2016 **Cobalt Corporation**

- Served as a product consultant responsible for overseeing the development of a SAAS product for the National Association of Realtor’s membership management system built on Microsoft Dynamics CRM - utilized by over 100 state and local Realtor boards, serving over one million end users.
- Worked on a small team to create and market “Snapshot” a solution for Dynamics CRM users, providing functionality for complex cloning of records in CRM. Marketed the product via social media, blogs, and instructional videos and had over 300 downloads in 5 months

- Managed thousands of hours through all phases of the SDLC - from planning and designing through testing and deployment - for over a dozen client product releases for products in the following sectors: Real-Estate, Education, Human Resources, and Public Policy
- Served as an infrastructure administrator (and trained new consultants), provisioning and managing the deployment and server configuration tasks on virtual machines for staging, UAT, and production environments.

Agent 2012-2015 Redfin Real Estate Corporation

- Maintained excellent customer feedback ratings working for an innovative technology brokerage.
- Gained an inside perspective on how forward thinking and best-in-class technology can affect customer perception and satisfaction.

Account Manager 2012-2013 One Degree Capital

- Successfully managed a sales pipeline from initial web-based marketing campaign, to lead generation, to prospecting, to closing. Closed 75K in equipment leasing contracts in 3-month period.

Cost Analyst 2010-2012 Tecolote Research Inc.

- Served as one of the original analysts to build a ground-up predictive model of the LCS (total fleet) estimate in ACEIT, proving to leadership that the software would offer the cost community a competitive advantage going forward.

SKILLSET & KNOWLEDGE BASE

MS Office	Balsamiq/Adobe XD	Mixpanel/Segment	Product Roadmaps
MS Dynamics CRM	PSQL/NoSQL	User Testing	Some Linux CLI
ACEIT Cost Modeling	UI/UX planning	SEO best practices	Twilio/Mailchimp
Azure/Digital Ocean	Speaking/Demos/Writing	Jira/Trello/Git	Big Data/ML concepts
DNS	Digital Marketing/AdTech	Agile Methodology	
HTML/CSS/JS	Google Analytics	SAAS/PAAS/IAAS	

- ✓ Microsoft Dynamics CRM Customizations, Deployment, and Applications Certifications
- ✓ Azure Cloud Technical Certifications

EDUCATION

Virginia Polytechnic Institute and State University

- Bachelors, Economics - Minors in Urban Planning and Business