John Hodge

Brooklyn, New York — john@johnhodge.com — 212-969-8508

Experience

Madhive, Product Manager, January 2022 – May 2023

- Assumed the voice of users who need access to premium CTV inventory in Madhive's 10M+ QPS enterprise DSP.
- Spearheaded cross-functional scrum team to develop and launch a suite of products that managed publisher identities and supply sources, resulting in over a 3x increase in inventory eligible for demand.
- Utilized Reach, Impact, Confidence, Effort (RICE) analysis to prioritize product roadmap, and conducted interviews with users and internal stakeholders to gather RICE attributes.
- Formulated a compelling product vision focused on revenue growth through customer insights, established product metrics, and effective product lifecycle management.
- Ensured seamless product launches and feature enhancements with thorough canary testing (long and short), regression tests, sales alignment, support and escalation paths, and other go-to-market strategies.

Madhive, Product Solutions Engineer, June 2021 – January 2022

- Collaborated with engineering teams to launch and iterate on dashboards leveraging Google BigQuery and Looker Studio to track financials, campaign performance, and troubleshoot issues.
- Forged partnerships for programmatic RTB and VAST integrations with external products, resulting in a 20% increase in impressions from Fox's connected TV inventory.
- Created ephemeral products for internal stakeholders to safely manage publisher identities while partnering with engineering to develop more comprehensive products.
- Designed a TAG-compliant supply partner onboarding process for streamlined execution across teams.

FreeWheel, Client Solutions Engineer, May 2019 – April 2021

- Gathered requirements and held regular user meetings in the product development of STB VOD programmatic monetization systems, facilitating collaboration between Comcast Effectv, FreeWheel, Verizon, and Adstor to activate entirely new sales channels to STB VOD inventory.
- Partnered with video distributors and premium publishers like Disney, Turner, NBC, Paramount, and other major content partners to onboard inventory splits in FreeWheel over MRM-to-MRM and in Google Ad Manager.
- Accelerated the launch of Altice's Programmatic Module product, enabling programmatic sales teams to realize revenue six times faster than normally anticipated.
- Orchestrated technical initiatives required for distributor content onboarding, including player-side development work, SSAI integration improvements, and custom solutions for non-standard integrations.

Primitive Digital Agency, Marketing Director, May 2018 – May 2019

- Managed product development of agency-wide reporting systems, and their underlying infrastructure, to monitor performance and identify opportunities for clients based on the performance of similar accounts.
- Partnered with sales and finance to prioritize, scope, and close contracts, providing pricing strategy insights to maximize the profitability of new accounts.

Primitive Digital Agency, Media Strategist, January 2017 – May 2018

- Led cross-functional agile teams of engineers, designers, and copywriters to launch and maintain products for key clients, resulting in a 10% average increase in leads generated per managed account.
- Conducted detailed market research and competitive analysis for new clients, informing A/B testing of campaigns and building product prototypes to differentiate them while adhering to dominant designs.

Hive House Digital Agency, Media Buyer, March 2015 – January 2017

- Configured conversion tracking infrastructure with engineering to show conversion count and revenue attribution through sales enablement touchpoints and thoughtful CRM administration.
- Empowered external stakeholders with client-facing dashboards to support data-driven decisions, resulting in conversion rates of at least 5%.

Education

Eastern Michigan University

Bachelor of Science (B.S.), Technology Management 2019