# John Hodge

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## Experience

### FreeWheel, Senior Product Manager, September 2024 – Current

- Mentored new hires and APMs by strategically delegating tasks and providing specific and helpful feedback resulting in increased and sustainable team utilization while fostering a culture of growth and learning.
- Improved product planning documentation process by hosting retrospectives with design and engineering teams contributing to reducing new team member onboarding from months to weeks.
- Conducted competitive research by collaborating with sales and in-house consultants to clearly understand our status in the market resulting in uncovering new and achievable revenue opportunities.

### FreeWheel, Product Manager, February 2024 – September 2024

- Spearheaded the delivery of the new Analytics UI with improved workflow and sensible defaults by collaborating with a cross-functional team of engineers and designers resulting in full adoption of new features.
- Enabled user-focused data-driven decision-making by synthesizing data collected from user interviews and prototype sessions into quantitative themes resulting in Figma mockups tied to prioritized solutions.
- Streamlined the product development lifecycle by improving lines of communication between product, engineering, and design from day one resulting in expediting launch timelines.
- Led senior stakeholder management to review progress at key milestones during projects to get executive sign-off early and often resulting in predictable product demos and launches.

### EdgarPro, Founder, May 2023 – Current

- Performed market research by interviewing asset managers with roughly $50M in assets under management resulting in a detailed understanding of opportunities for improved access to the SEC's EDGAR APIs.
- Established market positioning, designed user interface, developed software offering, created support runbooks, documentation, and performed marketing outreach.

### Madhive, Product Manager, June 2021 – May 2023

- Forged inventory partnerships and programmatic RTB and VAST integrations with SSPs, ad servers, and publishers, resulting in a 20% increase in impressions from Fox's connected TV inventory.
- Led cross-functional team of design, engineering, and QA professionals while acting as Scrum Master to rapidly prototype and develop valuable products resulting in product roadmap alignment and progress transparency.

### FreeWheel, Solutions Engineer, May 2019 – April 2021

- Orchestrated technical content partner initiatives with media companies like Xumo, Verizon, Disney, and Warner Bros. Discovery resulting in increased impressions and ad-serving revenue.

### Primitive Digital Agency, Media Strategist, January 2017 – May 2019

- Led a cross-functional scrum team of engineers and data scientists to create custom bid adjustment algorithms with CRM data to access trends not natively available in DSPs resulting in conversion rates of over 10%.

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

- Enabled data-driven decision-making at all levels of client organizations by partnering with engineers to launch conversion tracking infrastructure resulting in a 15% increase in client retention.

## Education

### Eastern Michigan University

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

## Skills

Product GTM Strategy, Team Development, Agile/Scrum, JIRA/Confluence, Figma, Mixpanel, Pendo, JS/TS, SQL, Python