

John Hodge

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Experience

Madhive, Product Manager, January 2022 – May 2023

- Assumed voice of media buyer users who need to access premium CTV inventory in 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, end-to-end tests, sales alignment, support plans, 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

- Orchestrated technical initiatives required for distributor content onboarding, including player-side development work, SSAI integration improvements, and custom solutions for non-standard integrations.
- Partnered with video distributors and Disney, Turner, NBC, Paramount, and other major content partners to onboard inventory splits in FreeWheel over MRM-to-MRM and in Google Ad Manager over VAST.
- 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 Adstir.
- Accelerated the launch of Altice's Programmatic Module product, enabling programmatic sales teams to realize revenue six times faster than normally anticipated.

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

- Maintained agency partnerships with StackAdapt, Google, HubSpot, and social media buy-side platforms.
- Managed product development of agency-wide dashboarding 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