# Jon Amar

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## **SUMMARY**

Impact-driven product executive with 10 years experience in formal product roles and 15+ years founding and scaling tech-for-good orgs. EMBA-trained, 3x founder, and former Product Lead at Baze (exit to Nature's Way). At Wikimedia Deutschland, I owned platform strategy and delivery for a open-source product suite powering $20M+ in equivalent impact — underscoring scope and impact well beyond the “Senior PM” title. I build inclusive, human-centered systems that turn complexity into clarity, across health-tech, open knowledge, and education.

## **EXPERIENCE**

**Senior Product Manager – Platform Lead, Wikibase Suite**

**Wikimedia Germany**

October 2022 • May 2025 • Montreal, QC, Canada

Led platform strategy and delivery for Wikibase Suite, the open-source knowledge graph enabling Wikipedia, OpenStreetMap (backbone of Apple Maps), the EU's data portal, and 17 national libraries—including the Smithsonian. Oversaw 104 institutional deployments serving 289,506 expert users and 18B linked data triples powering semantic search, AI, and open knowledge. Priced at enterprise graph DB rates (~$150K CAD ACV), that footprint reflects over $20M CAD in ARR-equivalent value—already realized by partners through grant renewals and cultural heritage budgets. Wikibase is the critical infrastructure behind the modern web of facts—relied on by billions of downstream users.

* Owned product vision, roadmap, and GTM for five interoperable products—MediaWiki, Blazegraph/WDQS, Elastic, REST APIs, and a modular UI.
* Embedded sales and tier-2 support into a 10-person cross-functional team; stepped in as interim manager for 5 engineers and 1 UX researcher during leadership leave.
* Launched 6 products and 3 community hubs—driving 16x download growth and 13.1% YoY gains in linked open data contributions.
* Positioned Wikibase as essential digital infrastructure for knowledge equity; led DEI hiring, co-founded a community of practice, and advised Wikimedia's 2030 strategy.
* Led the design of a hardened CI/CD pipeline with Docker-based, self-serve deployment templates—enabling scalable, production-ready installs.
* Secured €17M ($26.6M CAD) in 3-year funding by aligning platform outcomes with funder priorities and community impact.

**Head of Platform (Interim)**

**Founderland**

May 2022 • October 2022 • Berlin, Germany

Recruited by the Executive Director to help professionalize Founderland, a nonprofit supporting women of color entrepreneurs across 25+ countries. Served as a bridge leader to embed product strategy and delivery practices into a high-impact, fast-moving team ahead of their next growth stage.

* Defined product strategy and introduced OKR-aligned delivery practices across a 600+ founder platform—helping participants raise €10M in VC funding. That's nearly one-twelfth of all capital raised by women of color founders across Europe in 2023.
* Led product strategy for two core offerings: a funding and community platform, and Founderland's flagship annual report on women of color entrepreneurs in tech.
* Coached management through a transformative culture shift—from reactive, fire-fighting mode to structured prioritization—embedding product as a strategic partner across the organization.
* Established KPI-driven roadmaps and Scrum practices with 3 direct reports, integrating user research and stakeholder alignment into every sprint.
* Brought visibility to hidden workstreams, clarified capacity across staff and volunteer roles, and stabilized delivery velocity.

**Founder**

**Scrappy Kin**

April 2021 • April 2022 • Berlin, Germany

Built as a working blueprint for regenerative business—where ethical design choices lower costs, reduce waste, and expand market reach.

* Developed a circular, scalable business model where every component reinforced the next—diverting denim waste into raw materials (cutting COGS), activating community drop-off hubs as both an efficient supply chain and free marketing (lowering OpEx), and anchoring the whole system in local, dignified production.
* Conducted market research by scraping 1,600+ Etsy listings to understand buyer behavior, price elasticity, and unmet demand in the ethical toy category.
* Designed a tiered pricing strategy grounded in behavioral research—maximizing profit margins by aligning price points to each segment's willingness to pay while increasing access and brand loyalty.
* Prototyped two product lines; tested for production efficiency and margin thresholds.
* Secured commitments from four Berlin retailers to carry initial stock; developed a go-to-market plan centered on strong brand storytelling and local-first scaling.
* Recruited into a leadership role at Founderland before launch. The venture remains a transformative blueprint for how systems-level ethics can drive viable, margin-positive growth.

**Product Lead (Product Director scope)**

**Baze**

March 2017 • November 2020 • Berlin, Germany

Led product, design, and cross-functional growth for a vertically integrated healthtech platform combining diagnostics, fulfillment, and personalized supplement delivery. Key outcomes: Achieved $13M ARR on $7M in capital (Seed + Series A), cut churn 24%, lifted CLTV 54%, and reached 82% daily adherence—driving Baze's acquisition by Nature's Way (#4 supplement brand in the U.S.) through product-led growth.

* Experimented toward PMF: Co-architected a bespoke e-commerce infrastructure with the tech lead to enable fast iteration on pricing and product bundling—providing the flexibility to test into product-market fit and lift first-purchase conversion 1.8x over 8 months.
* Reduced COGS and lifted retention: Redesigned test packaging and in-app walkthrough to improve sample success rates and streamline cold-chain logistics—accelerating time-to-first-value by weeks and reducing churn 24% at a critical onboarding-to-activation point.
* Drove long-term engagement: Led behavior-driven design across app UX, supplement packaging, subscription customization, and lifecycle comms—achieving 82% avg daily supplement adherence and a 54% lift in CLTV.
* Led a distributed cross-functional team of 13+ across Berlin and Boston, with 5 direct reports (2 engineers, 2 designers, 1 copywriter) and matrixed leadership across engineering, fulfillment, data science, and medical.
* Scaled product and GTM functions: Built and transitioned brand, marketing, and CS teams—taking each from zero to functional handoff. Simultaneously scaled product org structure, hiring, and rituals in close partnership with the CEO and board.
* Co-led FDA clearance for the first at-home nutrient blood test alongside the science lead.
* Partnered with COO on GTM strategy to launch into retail, securing distribution through Kroger, one of the largest grocery chains in the U.S.

**Co-Founder & Head of Platform Strategy**

**Awesome Shield**

January 2015 • March 2017 • Berlin, Germany

Created an open-source platform that empowered kids to explore and understand technology through hands-on learning. Our product taught coding to over 1,000 kids and grew a meetup group of 650 active members. I owned the product strategy for our online learning platform and led the marketing strategy for our Kickstarter campaign, which exceeded its goal by 2.5 times.

**Founder & Managing Director**

**SGD Design and Development Agency**

January 2007 • March 2015 • Berlin, Germany

Led an impact-driven design agency, delivering tech & campaigns across branding, film, UX, and dev. Art-directed the first TEDx magazine (300K+ readers), led EV campaigns for BMW, co-created a Kim Kardashian-endorsed wetsuit brand and e-commerce platform, and designed empowerment programs with NHL & NBA stars. Thrived at the intersection of user needs and business goals, becoming skilled at quickly building expertise in new industries.

## **SKILLS**

**Product Leadership**

People Management, Strategy & OKRs, Roadmaps, Scrum and Kanban Agile, Market & Competitive Analyses, Hiring (42 hires, 91% retention)

**Research and Data-Driven**

1000s of Multivariate and A/B Tests, 100+ Usability Studies & Surveys, 3 Community Advisory Boards, Product Analytics

**AI Optimization & Strategy**

Production AI Systems (Shipped FOSS), Privacy-Centric NLP Architecture, Cross-Model Evaluation & Optimization, Prompt Engineering, Multi-Agent Orchestration (Langchain, OpenAI, Anthropic, Ollama, etc.), AI-Driven UX Design Experimentation, AI Cost & Performance Optimization

**Community-oriented**

Grassroots Communities, Open Knowledge, Open-Source Projects

**Technical Fluency**

Data Pipelines, APIs, CI/CD, Docker, Git, Python, SQL, JavaScript, TypeScript, Node.js, React, Vue, Tailwind CSS, PHP

**Design & Branding**

30+ Brand Launches, 10+ Packaging Projects, UX/UI Design, Native Apps, Web, Ecommerce Marketplaces, Film & Visual Storytelling

## **EDUCATION**

**Executive Master of Business Administration (EMBA)**

**Quantic School of Business**

2020 - 2021 • Washington, DC, USA

**Bachelor of Business & Music**

**University of British Columbia**

2005 - 2009 • Vancouver, Canada

## **SPEAKING ENGAGEMENTS**

**Professional Development Workshop**

**McGill School of Information Studies**

2025

**Product Management Workshop**

**McGill School of Information Studies**

2025

**Managing Datasets and Collections with Wikibase**

**MediaWiki User and Developers Conference**

2024

## **LANGUAGES**

**English / Anglais**: Native speaker; fluent in professional, technical, and executive contexts.

**French / Français**: Strong reading/listening (B2); conversational speaking/writing (A2), actively improving.