July 2025

Some people tell stories. I build engines out of them.

For the past decade, I’ve turned complex systems into simple, resonant narratives — the kind that drive adoption, close deals, and align teams. I’ve written onboarding flows that lifted conversion 1.8× in 8 months. I’ve rebranded open-source infrastructure to sound like the smartest investment a public institution could make. I’ve even named an FDA-cleared product and built the GTM engine that grew it to $13M ARR. My throughline? Positioning with teeth.

I live where product meets narrative: part translator, part strategist, part signal booster. I’ve scaled platforms, social ventures, and circular economy brands, always with a bias for impact and momentum. And I know firsthand how strong product marketing builds trust — the kind that retains customers, energizes teams, and earns real capital.

Your search for a Director of Product Marketing could end here. I’d love to show you what I can build with your team.

All the best,
Jon Amar
jonamar@gmail.com | linkedin.com/in/jonamar

Warmly,

Jon Amar

they/them

# Jon Amar

Address: Montréal, QC, Canada H2T 3A3 • 438-519-0921 • jonamar@gmail.com

[linkedin.com/in/jonamar](https://linkedin.com/in/jonamar) • [github.com/jonamar](https://github.com/jonamar) • [duolingo.com/profile/jonamar](https://duolingo.com/profile/jonamar)

## **SUMMARY**

I’ve built regenerative brands from clothing scraps and scaled platforms that power Wikipedia and Apple Maps. I’ve used storytelling to earn customer and FDA trust—driving 82% daily usage and a successful acquisition. At Wikimedia, I unlocked €17M in funding by reframing an open-source, on-prem PaaS as the smartest way to scale—bridging cost concerns and institutional priorities with a narrative the org could rally around. I’m a 3x founder, product marketing leader, and EMBA who moves fluidly across product, brand, and GTM. My superpower is turning complex systems into clear, compelling narratives that drive alignment, build belief, and connect with customers.

## **EXPERIENCE**

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

**Wikimedia Germany**

October 2022 • May 2025 • Montreal, QC, Canada

Led product and go-to-market strategy for Wikibase Suite, the open-source knowledge graph platform behind Wikipedia, OpenStreetMap, the EU data portal, and 17 national libraries. Positioned Wikibase as essential infrastructure and a de facto iPaaS for institutional data integration. Unified product messaging, roadmap delivery, and stakeholder alignment across five interoperable products—driving global adoption and securing €17M in aligned funding.

* Led go-to-market (GTM), eco-system rebranding, and market positioning across five Wikibase products—using product storytelling to translate complex technical features into simple, compelling stories that secured partner and funder buy-in.
* Launched six products and three community hubs, driving 16× download growth and 13.1% YoY gains in linked open data contributions. Crafted narratives that bridged internal priorities and external value.
* Framed Wikibase as critical digital infrastructure for knowledge equity, influencing narratives adopted by institutions like the EU and Smithsonian. Helped ED shape Wikimedia’s 2030 vision; co-founded a DEI community of practice and built a women-majority tech team
* Translated complex stakeholder environments into clear GTM plans and platform positioning, aligning internal teams and external partners around shared outcomes.
* Led the development of deployment-ready Docker-based CI/CD templates and hardened install paths, connecting technical investments to improved adoption, velocity, and customer confidence.
* Embedded strategic partnerships and tier-2 support functions into a 10-person cross-functional team spanning product, engineering, and customer success
* Contributed directly to €17M ($26.6M CAD) in secured funding by aligning product strategy and messaging with community impact stories and institutional funding goals.

**Head of Platform (Interim)**

**Founderland**

May 2022 • October 2022 • Berlin, Germany

Brought product strategy and positioning to a remote nonprofit supporting 600+ women of color entrepreneurs in 25+ countries—bridging brand, platform, and community leadership.

* Shaped platform positioning and product strategy across two core offerings: a founder-focused funding + community platform and Founderland’s flagship annual report on women of color entrepreneurs in tech.
* Defined GTM strategy for a 600+ founder platform that helped participants raise €10M—nearly 1/12 of all VC funding for WoC founders in Europe.
* Embedded product as a strategic partner across the org—coaching leadership through a culture shift while launching a cross-functional squad grounded in research, outcomes, and agile delivery.
* Stabilized hidden workstreams and improved cross-team coordination during a period of rapid growth.

**Founder**

**Scrappy Kin**

April 2021 • April 2022 • Berlin, Germany

Built a locally anchored, storytelling-driven brand—translating complex systems like circular design and behavioral economics into simple, compelling stories that unlocked margin-positive growth.

* Built a circular business model that cut COGS and OpEx by transforming waste into inputs and community hubs into both supply chain and brand channel—anchored in dignified local production.
* Conducted buyer behavior research at scale, scraping 1,600+ Etsy listings to analyze price elasticity, unmet demand, keyword and review sentimentanalysis, and category saturation in the ethical toy space.
* Designed a tiered pricing strategy grounded in behavioral economics, aligning price points to willingness-to-pay across segments—balancing margin growth with accessibility and loyalty.
* Developed a go-to-market plan focused on narrative and local-first scaling, securing commitments from 4 Berlin retailers and building brand identity through mission-driven storytelling.
* Recruited to lead at Founderland prior to launch. Scrappy Kin remains a replicable model for ethical, margin-positive business.

**Product Lead (Director of Product scope)**

**Baze**

March 2017 • November 2020 • Berlin, Germany

Built, launched, and led brand, product, and go-to-market strategy for a vertically integrated healthcare platform. Translated complex features—across diagnostics, fulfillment, and personalization—into simple, compelling stories that built trust and drove 82% daily usage. Named the product, led the rebrand, and crafted a narrative-driven onboarding and packaging experience that boosted retention, lifted CLTV, and fueled growth to $13M ARR on $7M in capital—culminating in acquisition by Nature’s Way (#4 U.S. supplement brand).

* Led product strategy from pre-PMF through scale to exit—cutting churn 24%, lifting CLTV 54%, and reaching $13M ARR on $7M in capital.
* Used data-driven testing to iterate into product-market fit through rapid pricing and packaging experiments; co-architected a flexible SaaS e-commerce layer that lifted first-purchase conversion 1.8× in 8 months.
* Boosted time-to-first-value by weeks via onboarding and packaging redesigns—streamlining cold-chain logistics and increasing test sample success rates during a critical activation window.
* Drove 82% average daily usage through behavior-driven UX—including motivational in-app messaging and custom daily packaging that made long-term impact feel tangible.
* Scaled product and GTM functions in parallel, building brand, marketing, and customer success teams from scratch while formalizing hiring, OKRs, and rituals in close partnership with CEO and board.
* Partnered with COO and investors to expand into retail—shaping GTM strategy and securing national distribution through Kroger, one of the largest U.S. grocery chains.
* Led a distributed team of 13+ across Berlin and Boston, including 5 direct reports (engineering, design, content) and matrixed leadership across fulfillment, data science, and clinical ops. Operationalized cross-functional delivery while navigating FDA clearance for the first at-home nutrient blood test.

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

**Awesome Shield**

January 2015 • March 2017 • Berlin, Germany

Co-founded an open-source edtech platform that taught 1,000+ kids to code through hands-on learning. Led branding, product, and messaging strategy for our platform, packaging, conference promotion, and Kickstarter campaign (2.5× goal), and built a 650+ person community of families and educators.

**Founder & Managing Director**

**SGD Digital Design Agency**

January 2007 • March 2015 • Berlin, Germany

Founded and led a brand + digital agency serving clients from BMW to the Berlin Senate. Delivered GTM and creative strategy across 12+ product launches. Art directed TEDx’s first print magazine (1M copies) and repositioned an eco wetsuit brand as aspirational luxury—earning an organic Kim Kardashian purchase. Known for aligning creative with commercial results.

## **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, E-commerce 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.