July 2025

Since November 2023, my household has averaged 3.7 carrots per Lufa order, 24.5 kilograms in total, and every one of them arrived fresher than what we’d find at the grocery store. I know from personal experience that Lufa’s marketplace already beats the grocery incumbents on freshness, convenience, and story. As VP of Digital Products, I’d bring a systems-thinking lens to product leadership — ready to fine-tune the stack, boost delivery speed, and use data-driven insight to scale a platform that powers both Lufa’s growth and a stronger local food system.

For over a decade, I have worked as a data-driven product leader with a proven track record of end-to-end product lifecycle management — from vision and strategy to execution and delivery. My dual strengths in bridging visionary strategy and impact-oriented delivery are why Founderland brought me on as Head of Platform. I rebuilt the organization’s product vision using a data-driven approach, which transformed market research and competitive analysis into a roadmap that could capitalize on a critical competitive advantage — the platform's large and dedicated community. I created a culture of clarity and momentum by teaching the team to turn user research into user stories that shaped our backlog and guided sprint work — aligning day-to-day delivery with business goals, ensuring timeliness, and reinforcing purpose at every level of the org.

At Wikimedia Germany, the org behind Wikipedia, I led the transformation of Wikibase Suite from an established but flagging open-source project into a high-growth, community-powered success story. I led a 10-person cross-functional team using two-week Scrum sprints, quarterly OKRs, and a living roadmap to connect strategic vision to day-to-day priorities. These structures, paired with hands-on engagement across stakeholders, positioned me as a core bridge between internal teams, researchers, and end-users — a role that helped secure €17M in department-wide funding and align our work with both mission and market needs.

At Wikimedia, our 289K end-users hailed from 50+ institutions, including 17 national libraries and museums, including the Smithsonian, and the EU Government. Much like Lufa’s producers and suppliers, Wikimedia’s users are critical collaborators. Recognizing the value of Wikimedia’s users, during my tenure I invested heavily in stakeholder collaboration, adopting strategies that empowered users to directly shape our roadmap, grow their own ecosystems, and contribute to our open-source platform. By modernizing the codebase, improving scalability, simplifying installation, and boosting reliability, we grew downloads from 5K to 100K and enabled 5.53B new facts to be shared with the world — a 44% increase — all in just three years.

At Baze Labs, a DTC health platform that leveraged a first-of-its-kind at-home blood test to help people uncover and address nutrient deficiencies, I led the team of UX designers and researchers, owned the product strategy, and managed the product development roadmap & backlogs – keeping us in tight alignment with business objectives and customer needs. I collaborated on market research and surfaced our priorities using a RICE prioritization system, with inputs drawn from regularly updated competitive analysis. I co-led our initiative to successfully secure FDA clearance for a first-of-its-kind, self-administered, at-home blood test.

Now ready to go to market, I evolved our product oﬀering to increase CLTV and reduce CAC, while ensuring compliance with security and regulatory standards. This included leading design and experiment-driven engineering eﬀorts to adapt our pricing and in-app acquisition strategies — grounded in exit surveys and advisory board insights — which helped us reach product-market fit and ultimately enabled a successful acquisition during the uncertainty of the pandemic.

At Baze Labs, like at Lufa, our digital product required a careful negotiation of the complex logistics associated with shipping perishable goods (in our case, blood and vitamins) and a subscription-based pricing model built on top of a bespoke ecommerce platform, all of which needed to be wrapped in an accessible and delightful customer experience.

I’d be thrilled to bring my experience leading complex platforms with a big vision, scaling agile product practices, and aligning stakeholder networks to help Lufa deepen its digital edge. I see in Lufa not just a marketplace, but a movement — one rebuilding food systems through supply chain nuance, technical excellence, and community care. I’d be honored to help shape your next chapter.

Warm regards,
Jon

Warmly,

Jon Amar

they/them

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

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