Jon Amar

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## **SUMMARY**

Strategic product leader and 3× founder with 10+ years of experience turning complexity into clarity—for users, teams, and ecosystems. From FDA-regulated health tech to the open-source platform behind Wikipedia, Apple Maps, and the EU Data Portal, I’ve led product strategy, design, and delivery across sectors. My leadership has driven 80+ institutional launches and reached 300K+ end users—unlocking CA $114.3M in value across three platforms. Known for scaling mission-aligned products into engines for growth, equity, and trust, and for building diverse, high-retention teams (91% across 42 hires).

## **EXPERIENCE**

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

**Wikimedia**

October 2022 - May 2025 • Montreal, QC, Canada

Led product strategy and cross-functional delivery for Wikibase Suite, the open-source knowledge graph platform powering Wikipedia, OpenStreetMap, the EU’s data portal, and 17 national libraries. Repositioned the platform as foundational infrastructure for the modern web of facts—serving 104 institutional deployments, 289K end users, and billions of downstream consumers.

* Drove 47% CAGR growth in platform adoption and secured 98% institutional retentionl; 104 institutional partners, equivalent to CA $24.8M ARR in realized partner value.
* Delivered 6 production-ready tools and launched 3 new community hubs to enable self-serve deployment and unlock new contributor pipelines.
* Closed a three-year €17M (CA $26.6M) funding agreement by aligning roadmap, impact metrics, and community priorities.
* Built and led a 10 person, women-majority tech and design team; coached PMs and co-founded Wikimedia’s internal DEI practice.
* Orchestrated platform modernization through internal analytics, user research, and collaboration infrastructure—powering over 2B linked data facts across the open knowledge ecosystem.

**Head of Platform (Interim)**

**Founderland**

April 2022 - October 2022 • Berlin, Germany

Rebooted product and platform strategy for Founderland, a European nonprofit supporting women of color entrepreneurs. Brought delivery and design maturity to a fast-moving team across 25+ countries and repositioned the platform as a growth engine for ecosystem-wide funding access and community-driven programming.

* Defined strategy, KPIs, and OKRs for a 600+ member founder platform; introduced agile cadences and built team rituals to stabilize delivery.
* Uncovered bottlenecks in operations and surfaced hidden workstreams, improving visibility, throughput, and cross-functional alignment.
* Co-designed peer-driven engagement features that elevated founder visibility and surfaced support networks—helping participants raise CA $13.7M in VC, or 1⁄12 of all capital raised by women of color founders in Europe that year.
* Coached leadership through culture change, established a KPI-driven squad, and mentored 3 direct reports across product and design.

**Founder**

**Scrappy Kin**

April 2021 - March 2022 • Berlin, Germany

A radically ethical toy company. I rescued fast fashion denim from waste streams, turning it into quality toys with big messages for the next generation.

**Head of Product**

**Baze**

March 2017 - November 2020 • Berlin, Germany

Owned product vision and delivery for a personalized nutrition startup combining at-home diagnostics, ML-driven supplement plans, and subscription SaaS. Scaled the company from prototype to acquisition, achieving CA $16M ARR on CA $9M in capital.

* Led strategy and GTM for a regulated DTC platform across cold-chain blood testing, mobile UX, and supplement logistics.
* Boosted first-purchase conversion 1.8× via flexible pricing, UX experiments, and iterative bundling architecture.
* Improved retention through behavior-driven subscription design—achieving 82% avg daily adherence and a 54% lift in CLTV.
* Reduced churn by 24% by redesigning onboarding to accelerate time-to-value and align early UX wins with customer intent.
* Built and scaled a cross-functional team across Berlin and Boston; led hiring for 22 roles with 91% retention; 6 direct reports across UX, product, and engineering.
* Co-led FDA clearance of the first at-home nutrient blood test; supported retail GTM strategy with messaging, pricing, and packaging.

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

**Awesome Shield**

January 2015 - March 2017 • Berlin, Germany

Co-founded an open-source EdTech company helping kids learn to code through hands-on electronics and web-based curriculum. Led platform delivery and business strategy from concept to launch, reaching over 1,000 learners and growing a 650-member community.

* Owned platform vision, UX, and curriculum roadmap for an interactive coding and hardware kit.
* Exceeded crowdfunding goal 2.5× with a Kickstarter campaign combining narrative marketing and early user engagement.
* Ran community programming and tested user pathways to inform product–market fit and early revenue models.
* Managed full-stack contractor team across hardware, software, and education content; built early distribution partnerships.

**Founder & Managing Director**

**SGD Design and Development Agency**

January 2007 - March 2015 • Berlin, Germany

Founded and led a creative technology agency delivering branding, UX, and digital campaigns for clients ranging from startups to global brands (BMW, TED, Pfizer). Bridged design, code, and business strategy across 12+ product launches and hundreds of deliverables.

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* Grew agency through word-of-mouth and founder networks; managed budgets, hiring, and client relationships hands-on.
* Built and launched full-stack digital products using JavaScript, CSS, PHP, and MySQL—years before modern no-code ecosystems.
* Balanced speed and quality to support small businesses and global clients alike; known for aligning creative with commercial outcomes.

## **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 (SQL, Mixpanel, Google 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

**Multi-Sector Product Leadership**

Health Tech (FDA-regulated diagnostics), Small Business Growth (SMBs), Open Knowledge (Wikipedia-scale platforms), GovTech (EU agencies, national libraries), Impact Technology (WOC founder ecosystem)

**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's degree of Business Administration (EMBA)**

**Quantic School of Business**

2020 - 2021 • Washington, DC, USA

**Bachelor's degree in 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

**Introduction to User Experience Design**

**REDI School of Digital Integration**

2021-2022

## **LANGUAGES**

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

**French / Français**: Strong comprehension - B2; Conversational speaking/writing - B1 (in progress).