J E S S E   R O S E

S E N I O R   P R O D U C T   P E R S O N 💁

P R O F I L E

Consumer–focused product leader with 8+ years of experience helping early–stage companies scale. I believe that brand and product are powerful tools that should work in concert to solve real problems and win over users.

Current problem: where should you eat next?

📱 +1 978 210 1446

✉ jesse.rose13@gmail.com

in linkedin.com/in/jesserose/

📍 New York, New York

E D U C A T I O N

Bachelor of Business Administration

The George Washington University
School of Business
2007 – 2011

S K I L L S   &   I N T E R E S T S

Product Strategy   Design Thinking

Team Building   Recruiting & Hiring

Strategic Planning   Agile Methodologies

Brand Development   Data & Analytics

Soccer   Magic   My dog, Rex

W O R K   E X P E R I E N C E

Head of Product   2016 – Present
Product Management & Product Design
The Infatuation

- Joined as first technical hire and ninth full–time hire. Grew the product and engineering team to 12 including our CTO, engineers, product designers, and product managers.
- Lead a team of product managers and product designers across web, iOS, Android, email, and SMS (text message) resulting in more than 600% increase in monthly active users (MAUs).
- Craft, socialize, prioritize, and drive the vision for all of The Infatuation's product strategy.
- Establish and evolve our product development process to define KPIs, incorporate both quantitative and qualitative baselines, introduce in–person user testing and prototyping practice, and iterate for desired results.
- Acted as a key stakeholder during investor pitch and due–diligence process, culminating in raising $30+ MM in funding.
- Launched new revenue–generating products like subscriptions and a content API. Support the partnerships team in pitching and implementation with partners.
- Operate happily wearing many hats, with a no–job–too–small mentality. Approach new challenges and problems with a practical but thorough problem–solving approach. When there isn't a subject–matter expert in house, I work to become one.

Zagat

- Collaborated in crafting our acquisition proposal of Zagat from Google. Pitched to Google management.
- Led product vision definition process, MVP (minimum viable product) strategy, and rollout planning for a complete platform reset.
- Act as a steering committee member for brand re–introduction rollout, community building efforts, and book relaunch.

Senior Product Manager   2014 – 2016
Big Human

- Planned, branded, designed, and built digital products across various industries such as Urban Dictionary, Gemini, Helix Sleep, and The Flatiron School.

Digital Producer   2012 – 2013
Droga5

Associate Digital Producer   2011 – 2012
Code & Theory