

# JEREMY KUTNER

Marketing Technology Strategist  
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Product manager with 11+ years experience. Advocate for lean, data-driven decisions, and continuous learning.

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## Skills

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| <ul style="list-style-type: none"><li>• Product Management</li><li>• Agile/Lean Methodology</li></ul> | <ul style="list-style-type: none"><li>• Team Leadership</li><li>• Innovation and Strategy</li></ul> |
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## Experience

MAY 2019 - AUG 2019 (CONTRACT ROLE)

### **Product Lead /** Maker's Row, Brooklyn, NY

*Marketplace for entrepreneurs to connect with industry experts and service providers*

- Collaborated with CEO to build and refine vision for a new product initiative.
- Led product team of UX designer, visual designer, and developer to build marketplace in 4 months.
- Managed product roadmap and conducted user research to validate key assumptions.
- Ran Customer Journey Mapping, User Persona, and other successful brainstorming exercises with our team and clients.

APRIL 2014 - MAY 2019

### **VP, Web & Mobile Strategy /** Warner Music Group, NY, NY

*Artist Services, a shared-services team leading global consumer technology and commercial business*

- Led 7-person cross-functional team, generating over \$4mm in direct revenue.
- Architected product roadmap for artist website platform, supporting over 500 sites, decreasing development hours by 50% per site and doubling site visits and page views.
- Pioneered company-wide Facebook Messenger marketing strategy, generating over 1mm new subscribers in under a year.
- Established internal optimization program, maximizing sign-up conversion rates from 1% to 19% while slashing testing budget by 80%.
- Partnered with local and global teams to promote strategic goals, delivering a 30% increase to company-wide KPIs.
- Evangelized adoption of new technology to artists, managers, and global marketing teams.

SEPTEMBER 2009 - APRIL 2014

## **Interactive Technology Director / Atlantic Records, NY, NY**

*Leading record label of Warner Music Group*

- Mentored my team of designers, developers and E-commerce marketers, driving innovation and fostering positivity.
- Launched unique marketing campaigns across multiple platforms, including web and native apps, games, eBooks.
- Introduced new standards for agile methodology, lean, and responsive web practices that successfully reduced inefficiencies and costs.

JANUARY 2008 - JULY 2009

## **Project Manager / Next New Networks, NY, NY**

*Internet video startup, acquired by YouTube*

- Collaborated with executive management, delivering a variety of creative marketing and ecommerce projects.
- Overhauled website platform, significantly increasing team productivity.

SEPTEMBER 2006 - DECEMBER 2007

## **Producer / C-SPAN, Washington, DC**

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## **Education**

MAY 2006

## **B.A. Political Science / Tulane University, New Orleans, LA**

Cum Laude

## **Agile Project Management / NYU, Continuing Ed., NY, NY**

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## **Activities**

- Coffee and rock-climbing enthusiast
- A keynote speaker at 2018 Chatbot Summit in Berlin and frequent conference panelist
- Passionate about business, marketing, and technology strategy