LUKE ROHM

EXPERIENCED PRODUCT LEADER

CONTACTS

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- 📍 Cedar Falls, Iowa

SUMMARY

Results-oriented product leader with 10+ years of experience in mobile game development and product lifecycle management, expert in data-driven decision-making and monetization strategies. I've worked on Jackpot Party, helped launch Goldfish Casino Slots, Hot Shot Casino, and most recently Big Fish Casino and Jackpot Magic Slots.

KEY ACHIEVEMENTS

- **Improved User Retention**

  Boosted user retention by 30% through targeted feature enhancements.

- **Revenue Growth Achievement**

  Achieved 15% revenue growth by optimizing paid media channels.

EXPERIENCE

Product Madness
Principal Product Manager

Remote
09/2021 - 01/2025

- drove product strategy and execution for Big Fish Casino and Jackpot Magic Slots, resulting in significant revenue increase and higher user engagement and retention through targeted monetization optimizations
- developed and championed a long-term feature roadmap, balancing user needs with business goals and market trends
- led and mentored a team of product managers, fostering a culture of collaboration, innovation, and data-driven decision-making

Leveled UP
Founder

Cedar Falls, Iowa
10/2018

- Founded a successful web design and marketing firm, empowering small businesses to achieve sustainable growth through strategic SEO and paid media campaigns
- Provided expert consultation to startup app developers on growth strategies, analytics implementation, and product-market fit testing

SciPlay
Senior Product Manager

Cedar Falls, Iowa
09/2015 - 10/2018

- Managed a portfolio of three Top 50 Grossing Games, including Jackpot Party Casino Slots, Goldfish Casino Slots, and Hot Shot Casino
- Designed and implemented innovative monetization strategies, leading to significant increases in key performance indicators
- Developed robust feature economic standards for game mechanics, enhancing player retention and engagement

🚩 KEY ACHIEVEMENTS

- **Team Productivity Increase**

  Mentored team to increase productivity by 25% within one year.

- **Streamlined Reporting Process**

  Reduced analytics reporting time by 40% via process improvements.

🚀 SKILLS

Leadership · Jira · Agile/Scrum · Roadmapping · Remote Team Management · CPM

Analytics · SQL · Python · Looker · Upsight · BigQuery · Google Analytics · Colab · Snowflake · Excel · Google Sheets

AI · ChatGPT · Gemini · Manus · GROK · Copilot · Claude · Perplexity · Deep Seek

👤 EXPERIENCE

SciPlay   Cedar Falls Iowa

Principal Manager of Mobile   03/2014 - 09/2015
Analytics

- Led analytics teams for Jackpot Party and Goldfish Casino Slots, contributing to substantial revenue growth through data-driven optimizations
- Managed key analytics vendor relationships, ensuring SLA performance and feature development
- Developed comprehensive data reporting standards, providing live operations teams with actionable insights