Rohan Grover

People-first
Values-driven
Process-oriented

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Profile

Digital-native team & program leader experienced in creating strategic value from scarce technical & creative resources by prioritizing people, principles, and process

Skills

Strategic planning, facilitation, process interventions, training, design thinking, digital strategy, program management, retreats, brainstorming, conflict resolution

Selected Talks & Trainings

Democratic National Committee
Equality Federation
National Queer API Alliance
New Organizing Institute
OPEN Network
Open Society Foundations
OpenNews SRCCON:PRODUCT
RootsCamp
SAALT National South Asian Summit
Young People For

Education

B.S. Economics, Management
The Wharton School
University of Pennsylvania

Interests

Design thinking, documentaries, behavioral economics, improv

HuffPost | Product Manager

2019–Present | New York, NY

Leading product strategy for HuffPost's most loyal users through the HuffPost Plus membership program, community and conversations, and iOS and Android apps. Managed product roadmaps and prepared long-term membership & monetization strategies based on user research, data analysis, and experimentation. Increased membership growth by 4x, member re-engagement by 3x, ad supply by 2x. Led an Agile team of 5 engineers and 3 designers using both Scrum and Kanban methods.

MoveOn | Product Manager

2018 | Remote

Managed event recruitment program operations and 2018 elections product strategy. Provided the Organizing team with tools and processes to mobilize MoveOn's 7 million members through the Resist & Win election program (report). Shifted consensus from purchasing 3P tools to repurposing existing tech, saving $100K+ while investing in permanent organizing infrastructure. Managed Mobilize integration with ActionKit, recruitment to 1,000 member-led events, and reporting. Served as Program Manager for the R&W field program among Organizing, Analytics, Digital Strategy, and Tech teams. Appointed to the "Care Team" to support members navigating a 2-day anti-racism and political training summit.

Jhatkaa.org | Technology Manager

2016–2018 | Bangalore, India

Drove strategic and technical initiatives for an Indian startup introducing the digital campaigning model to India. Designed an Agile project management system and coached tech, campaigns, and operations teams. Led a rebranding and redesign project. Co-authored values-driven HR policies. Planned 4 retreats. Cultivated a data-driven, security-minded culture. Managed 2 direct reports, launched 3 web apps, insourced the full advocacy suite, launched ControlShift.

The Brain Trust | Digital Strategy Consultant

2012–2015 | Washington, DC

Consulted on digital strategy for AAPI organizations and audiences. Co-organized a fully-funded 3-day national training program for 20 participants funded by NOI, SumOfUs, Planned Parenthood, and 100 small donors. Developed and supervised NQAPIA's digital organizing campaign for immigration reform. Co-authored an AAPI digital engagement strategy for HHS. Co-led a successful grassroots campaign to demand redress for a City Council member's xenophobic statements as summarized in a case study published by the Harvard Kennedy School.

Upworthy | Senior Business Intelligence Analyst

2012–2015 | Remote

Generated business and editorial insights for a rapidly growing digital media startup. Designed and ran iterative experiments to test assumptions about user engagement with digital content. Defined metrics of success for the business. Trained 16 curators and writers on editorial experimentation and analytics.