

SEAN INSLER

Senior Product Manager

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SUMMARY

Senior Product Manager with 10+ years building complex digital products across startup and enterprise environments, leveraging AI-enabled workflows to accelerate discovery, delivery, and decision-making. Experienced in payments, fintech, B2B platforms, and regulated industries. Proven ability to lead cross-functional teams, deliver 0→1 products, and execute in resource-constrained environments. Returned to full-time product leadership after supporting family priorities (2019–2022) while maintaining PM skills through consulting work.

EXPERIENCE

Senior Product Manager

Advertease | Hospitality Technology (Pre-PMF, Services-Led Startup)

Remote / New York, NY

2023–Present

Led product strategy and hands-on delivery for an early-stage hospitality technology company operating in a services-led, pre-product-market-fit environment. Built and shipped production software for live venue operators while the business explored sustainable commercial and platform models under significant capital and regulatory constraints.

Product Delivery & Platform Development

- Led end-to-end delivery of a multi-product platform suite including venue websites, POS-integrated systems, membership experiences, and a creator content platform
- Shipped production software deployed across 30–35 live venue locations for a large, multi-location hospitality operator, supporting real-world, high-traffic operational use
- Delivered websites and POS-integrated solutions for venue groups ranging from single-location operators to regional chains with 5–15 locations
- Balanced custom client delivery with the development of reusable platform foundations intended for future scale

Systems, Integrations & Technical Scope

- Designed and coordinated POS-to-web integrations connecting venue operations, consumer-facing sites, membership systems, and content platforms
- Led development of a creator content and monetization platform, navigating financial, compliance, and regulatory constraints that directly impacted commercialization timelines

- Defined product requirements and delivery plans across web, mobile, and backend systems in close partnership with a small engineering team

Business Context & Strategic Collaboration

- Partnered closely with company leadership during periods of commercial uncertainty, client churn, and active business model iteration
- Supported sales and client conversations through working software demonstrations, pilots, and phased deployments used to evaluate longer-term engagements
- Operated as the primary product owner in a highly resource-constrained environment, prioritizing delivery speed, reliability, and pragmatic tradeoffs over theoretical scale

Cross-Functional Leadership

- Managed and coordinated a cross-functional team spanning engineering, QA, operations, and client support
 - Acted as the primary product interface for clients, translating real-world operational needs into buildable product requirements
 - Maintained delivery momentum despite shifting priorities, limited runway, and evolving organizational direction
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Product & Digital Consultant

Independent | Remote

2019–2023

Provided product strategy, UX research, and digital advisory services for small businesses and nonprofits while managing family responsibilities during career transition period.

- Conducted website and mobile app audits for small business clients, identifying UX friction points and strategic improvement opportunities
 - Led usability studies and user testing sessions to inform product and design decisions
 - Analyzed Google Analytics and user behavior data to deliver actionable product recommendations
 - Supported digital strategy, content development, and platform maintenance for marketing agency clients
 - Led website development and digital strategy for The Humane Organization for Substance Awareness Inc., a nonprofit focused on substance use disorder awareness
 - Maintained core PM skills—user research, analytics, product thinking—through hands-on client work during COVID-19 pandemic
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Product Manager

Marsh & McLennan Companies | New York, NY

2013–2018

Owned product strategy and delivery for core communications platform within Marsh Insurer Consulting, serving 170+ global enterprise insurance clients. Led development of industry-first two-sided marketplace and drove company's first fully internal agile product development effort.

Product Leadership

- Conceptualized and championed industry-first two-sided global marketplace, securing executive buy-in and investment
- Owned full product lifecycle from discovery through launch in fast-paced cross-functional agile environment
- Defined roadmaps, user stories, wireframes, and sprint priorities in partnership with engineering and design
- Conducted continuous user research through focus groups, surveys, and behavioral analytics to validate product decisions
- Performed competitive analysis and market research to inform product positioning and feature prioritization

Cross-Functional Execution

- Partnered with executive leadership, country heads, and business unit leaders across 20+ global markets to translate strategic goals into actionable product requirements
- Built business cases with finance and operations teams; navigated global change governance and compliance requirements
- Coordinated product strategy with marketing, analytics, data engineering, and adjacent product teams
- Maintained alignment across business requirements, system architecture, data models, and technical constraints

Impact & Outcomes

- Rebuilt and launched an industry-first two-sided marketplace and recommendation platform that materially differentiated Marsh's insurer consulting services from competitors (e.g., Aon, Willis), supporting increased contract scope with top-tier insurance partners
- Delivered a core digital platform used by global insurance partners that helped justify the scale and ongoing investment in Marsh's insurer consulting engagements across multiple markets
- Led product delivery and customer success for 70+ North American enterprise clients and supported 100+ additional global clients, balancing regional requirements with centralized platform constraints
- Built the largest active internal user base of any application at Marsh & McLennan Companies, supporting daily workflows for enterprise insurance teams across global markets
- Pioneered Marsh & McLennan's first fully internal agile application development effort, establishing delivery patterns later reused across other teams
- Designed improved global data hierarchy for insurance products and classifications
- Contributed to industry-first insurance product recommendation engine

Digital Strategy Consultant

Independent | New York, NY

2009–2013

Provided end-to-end digital strategy, product development, and content leadership for enterprise and mid-market clients.

Selected Client Engagements:

- **ADP** — Led development of real estate services extranet; designed admin dashboards and supported growth strategy
 - **Toys"R"Us / Babies"R"Us** — Defined content strategy and product roadmap for travel services microsite
 - **KRS CPAs** — Guided firm-wide rebranding and multi-year digital transformation strategy
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Content Manager & Marketing Specialist

ROASTe.com | Boston, MA

2011–2012

- Directed content strategy and social media programs, managing distributed team of contributors
 - Owned email marketing roadmap and executed targeted campaigns, achieving 30% CTR improvement
 - Contributed to 205% year-over-year sales growth through cross-channel marketing initiatives
 - Partnered with engineering to improve user experience and ship new product features
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EDUCATION

Bachelor of Arts, English

The William Paterson University of New Jersey

SKILLS

Product Management: Roadmapping • Agile/Scrum • User Research • Stakeholder Management • Cross-Functional Team Leadership • Product Strategy • Prioritization • Data-Informed Decision Making

Domain Expertise: Payments & Fintech • B2B Platforms • Enterprise SaaS • Regulated Industries • Content & Creator Tools • API Integrations

Technical: Google Analytics • Adobe Analytics • WordPress • Jira • Confluence • API Design Principles

Strategy & Communication: Executive Communication • Change Management • Business Case Development • Client Success Management

AI-Enabled Product Work:

- Used generative AI tools (ChatGPT, Claude) to accelerate PRD drafting, roadmap scenario analysis, backlog refinement, and stakeholder communication
- Leveraged AI for competitive research synthesis, user insight summarization, and hypothesis generation during discovery phases
- Applied AI-assisted workflows to speed up documentation, release planning, and cross-functional alignment in resource-constrained teams
- Experimented with AI-driven design, image, and video tools for storytelling and campaign assets