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. 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 Startup | New York, NY
 2023–Present

Led product strategy and delivery for early-stage B2B hospitality tech company (pre-seed, 9-person team) building custom platforms for nightlife and entertainment venues. Managed 6-person cross-functional team and partnered with 3-person engineering team to ship products across 6 client engagements.

Product Delivery & Client Engagements

- Executed end-to-end delivery of a complex, custom 4-product suite (payments, loyalty, access control) for a high-volume operator of 30+ venues, managing full product lifecycle within a resource-constrained pre-seed environment
- Shipped mobile membership applications across 12 distinct physical locations, ensuring operational reliability and successful user adoption in high-traffic, real-world nightlife environments
- Led product development across 6 client engagements ranging from single-location venues to multi-state operations
- Managed cross-functional team of 6 (QA, client success, operations) supporting product delivery and client relationships

Payments & Fintech Integration

- Spearheaded the technical integration for a high-risk crypto wallet partnership, successfully navigating complex regulatory landscapes (payments, digital assets) that stalled competitors
- Managed product requirements for high-stakes payment systems, maintaining strict compliance and operational stability despite organizational pivot and funding constraints

- Partnered with external fintech startup on technical integration specifications and implementation planning

Platform & Systems Work

- Designed creator monetization platform supporting subscription content, tipping, and fan engagement features
- Architected POS system integrations connecting venue operations to consumer-facing web and mobile experiences
- Defined product strategy for white-label platform model supporting both internal operations and client resale
- Designed a scalable white-label platform architecture intended for future resale, balancing immediate client demands with long-term technical vision

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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

- Led customer success for 70+ North American enterprise clients and supported 100+ additional global clients
- Built largest active internal user base of any application across Marsh & McLennan Companies
- Pioneered company's first fully internal application development effort using agile methodology
- Designed improved global data hierarchy for insurance products and classifications
- Contributed to patent-pending insurance product recommendation engine

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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

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

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