Serge Lobatch

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Product Experience

Sr. Product Manager – Technical, Amazon.com

Physical Stores, Promotions | January 2021 – Present

Own end-to-end Promotions CX & technology across Amazon's physical store businesses, including 4-Star, Books, Go, Fresh, and Style, as the first PM for this product domain.

- Launched feature allowing customers to redeem direct-mail marketing coupons in Fresh stores with Just Walk Out shopping, meeting launch acquisition goals for stores nationwide.
- Launched bounce back promotions product, which awards customers meeting promo criteria credits to use toward a future purchase, resulting in a 21 percentage point increase in return-rate and reduced OPEX, as compared to prior Q4-peak promotion CX.
- Product owner of "Coupon Wallet", a product allowing customers to digitally redeem and manage coupons for use in-store. Conceived and defined product from inception, built a 5-person development team, and launched an MVP limited to Amazon Go.

Supply Chain Optimization Technology, Topline Forecasting | June 2017 – December 2020

Owned forecasting software which projected revenue, ordered & shipped units, and customers & Prime members up to five years into the future, for use by finance and operations teams.

- Launched automated forecasts of customers & Prime members, improving accuracy by 47bps (MMs of customers per year), and reducing SLA from 3 days to <20 minutes.
- Implemented approach for estimating revenue & shipped unit forecast uncertainty, and provided risk framework for strategic investments and quarterly earnings guidance.
- Launched forecasting product for Amazon.com's B2B wholesale business, reducing financial & strategic planning effort by 2 weeks per quarter for each of three B2B finance teams.

Product Manager, DigitalOcean | July 2015 – August 2016

Owned Support and Billing products, including customer-facing interfaces and internal support and trust-and-safety tools.

- Led redesign of support interface to allow customers to self-service solutions for common issues. Analyzed ticketing, usage, & search metrics and usability research to reduce ticket volume by thousands of cases per month while maintaining CSAT scores for support.
- Launched a dedicated internal product for Trust & Safety agents to triage, track, and communicate the resolution of 40,000 monthly abuse incidents.
- Led development and rollout of a taxation system across EU and Canadian markets, resulting in legal compliance and reduction of outstanding tax liability by upwards of $1.5M.

Product Manager, Knote.com | April 2014 – June 2015

Owned customer acquisition, onboarding, and metrics for Knote's online collaboration platform, across web, Android, and iOS clients.

- Implemented behavioral analytics via Mixpanel, defining KPIs for the customer acquisition funnel and enabling metrics-driven product decisions.
- Launched in-app tutorial and behavior-based onboarding email campaigns, eliminating manual customer training, while maintaining acquisition and retention metrics.
- Grew top-of-funnel to thousands of customers per month with a budget of <$1000, launching a branded productivity blog which reached 2MM MUVs within 3 months, supplemented by paid social and search ads.

Skills

Product Strategy. Goal Setting, Roadmapping, Prioritization. Product definition. UX design. Agile software development. QA & UAT. Launch strategy. Root-cause analysis. Data analysis.

SQL. Excel. Tableau. JIRA. Git. HTML/CSS. Bootstrap. Javascript, Python, Ruby, Shell Scripting. Cloud infrastructure. Wordpress. Figma. Sketch. Adobe Photoshop, Illustrator, InDesign.

Native Russian Speaker.

Education

Brown University Providence, RI — A.B. Cognitive Science, 2012