Serge
Lobatch

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Product Experience

Sr. Product Manager – Technical, Amazon

Amazon Web Services, Retail Applications | August 2022 – Present

Product lead for confidential new AWS service, which streamlines development of omni-channel commerce software for enterprise retailers.

- Conceived and incubated product, defining product vision & strategy, creating notional P&L, defining go-to-market plan, and authoring PR/FAQ.
- Pitched product to AWS executive team, successfully securing approval and funding.
- Led BD efforts for private beta, acquiring 3 retailers and 6 independent vendor partners.
- Defined product requirements and onboarded 20+ engineers to kickstart development.

Physical Stores, Promotions | January 2021 – August 2022

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

- Launched "Coupon Wallet" product, which allows customers to digitally redeem and manage coupons for use in-store. Drove product from inception to launch in Amazon Fresh (US & UK), Go, and Style stores, resulting in +10% weekly sales, +8.4%, unique customers, and +1.3% basket size, while decreasing cash shrink due to discounts by -8%.
- Launched "bounce-back" promotions product, which awards customers meeting promo criteria credits to use toward a future purchase, resulting in a 21pp increase in return-rate and reduced OPEX, as compared to prior Q4-peak promotion CX.

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.

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. Defined customer acquisition funnel and implemented behavioral analytics. Launched in-app tutorial and behavior-based onboarding email campaigns, reducing support workloads, while growing acquisition & retention.

Skills

Product strategy. Market analysis. Goal Setting, Roadmapping, Prioritization. UX design. Agile software development. QA & UAT. Launch & GTM. 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, September 2008 - May 2012