Serge Lobatch

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Product Experience

Product, TikTok
Feb 2024 – Present

Global PM for TikTok Shop's seller promotion tools, driving revenue growth using discounts, flash deals, & coupons.
- Delivered a series of feature enhancements for Free Shipping promotions, boosting seller adoption from 6% to 10%, and increasing order penetration from 12% to 19%, driving a +4.7% increase in customer conversion rate.
- Enabled split-fulfillment for "Gift With Purchase" promotions, increasing seller adoption by ~100%, resulting in +$1.4MM increase in weekly revenue.
- Implemented performance-based seller criteria to improve marketplace promotion quality and customer trust, reducing substandard promotion product views by -4%, while maintaining revenue targets.

Senior Product Manager Technical, Amazon

Amazon Web Services — Retail Applications
Aug 2022 – Feb 2024

Product founder for a new AWS service streamlining omnichannel commerce software for large enterprise retailers.
- Secured multi-million dollar funding for new business unit via comprehensive PR/FAQ proposal combining product strategy, user research, market analysis, financial modeling, and GTM planning.
- Defined MVP product requirements, onboarded 20+ engineers to spearhead development, and acquired 3 retailers and 6 independent vendor partners for private beta, preparing product's future enterprise-scale adoption.

Physical Stores — Promotions
Dec 2020 – Aug 2022

First product leader for promotions CX & technology across Amazon's physical stores, including Fresh, Go, and Books.
- Developed "Coupon Wallet" to enable in-store redemption of digital coupons across point-of-sale, smart carts, and Just-Walk-Out™ shopping, increasing weekly sales by +10% while reducing promotion shrink by -8%.
- Launched post-purchase incentive system driving +21pp increase in repeat customer rate and streamlining promotional OPEX across seasonal peaks through automated offer management.

Supply Chain Optimization Technologies — Topline Forecasting
Jun 2017 – Dec 2020

Led product for research science team of economists, data scientists, and engineers building forecasting software that predicted category-level revenue, shipments, and customer counts for each day in the next 5 years, informing company-wide strategic planning, long-term operations investments, and earnings guidance.
- Built automated forecasting platform, reducing forecast refresh SLA from 3+ days to 20 minutes, enabling on-demand revenue predictions and saving 500+ person-hours quarterly across global finance teams.

Product Manager, DigitalOcean
Jul 2015 – Aug 2016

Owned Billing and Customer Support products, including customer-facing interfaces, metering and invoicing services, and internal support tools.
- Built Trust & Safety tool to triage 40,000+ monthly abuse incidents, improving resolution rates & agent efficiency.
- Redesigned support interface to prioritize self-service pathways, reducing ticket volume while maintaining CSAT.

Product Manager, Knote.com
Apr 2014 – Jun 2015

Led customer acquisition and onboarding, driving adoption and retention through behavior-based campaigns.

Skills

Product Management: Product Strategy, OKRs, Roadmapping, Design Thinking, Agile SDLC, GTM, Root-cause Analysis.
Technical: SQL, Python, Javascript, Tableau, JIRA, API Design, Cloud Infrastructure.
UX/UI: Design Tools (Figma, Sketch, Adobe Creative Cloud), Prototyping, User Testing

Education

Brown University — A.B. Cognitive Science, 2012