

## STEVEN PLOTNIK

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### PROFESSIONAL EXPERIENCE

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#### Fitch Solutions

Associate Product Manager

New York, NY

May 2019 – Present

*A SaaS platform provider that distributes financial services data to inform decision making of top financial institutions*

- Lead Product Owner for development of client onboarding technology, admin platform, and analytics capabilities.
- Headed initiative that increased revenues by \$175k through the improvement of platform's login experience.
- Drove product analysis of third-party vendor, resulting in \$500k of yearly saving upon contract renewal.
- Served as product subject matter expert on client calls that resulted in increased onboarding and retention of users.
- Curated a data strategy for marketing that resulted in 5000+ new leads during the peak of the coronavirus pandemic.
- Lead team of fellow APMs in analysis of customer feedback the shaped the 2020 roadmap of all product lines.

#### Gimbal

Product and Business Intelligence Analyst

New York, NY

March 2018 – May 2019

*Qualcomm-backed ad tech company that uses software and beacon hardware for precise audience targeting*

- Worked with CFO to model the financial health of the business for key strategic decisions, resulting in a \$3 million acquisition of a new company.
- In charge of maintaining, developing, and presenting the company's financial models to executives and investors.
- Headed analysis of location platform by providing insights around the usage of Gimbal's 60+ clients and 50 million MAUs.
- Created 20+ campaign attribution reports using SQL and Tableau that guided customers' advertising decisions and understanding of consumers.
- Used Python, Tableau, and Salesforce to increase tracking efficiency of the business' KPIs and influenced business development decisions.

#### Signals Analytics

Business Analyst (Product Strategy)

New York, NY

August 2017 – February 2018

*Sequoia Capital-backed startup that uses data analytics to enhance product development for Fortune 500 companies*

- Orchestrated over 40+ user tests and reports to promote development of SaaS platform.
- Headed product research for the last quarter of 2017 to support the founder's product positioning strategy.
- Served as a subject matter expert on customer behavior in a cross-functional team composed of department heads.
- Built five internal Python and JavaScript tools that expedited the company's data taxonomizing process and empowered the commercial team.

Sales Engineering Intern

June 2016 – August 2017

- Developed Tableau tool that reduced by 50% the time needed to create sales materials.
- Conducted research and reported on trends that supported the successful acquisition of clients such as Johnson and Johnson and General Motors.

#### My Dealer Online.com

Market Research Intern

Philadelphia, PA

June 2015 – October 2015

- Analyzed consumers' E-commerce behavior to expand addressable customer universe.
- Conducted research and developed trends analyses for car markets across geographies.

#### Alteso, LLC

Corporate Strategy Intern

Philadelphia, PA

June 2015 – August 2015

- Worked on analysis to show proof of concept for sub-segment of aftermarket auto industry.
- Evaluated research to assemble presentation materials for a venture that raised \$1.5 million.

### EDUCATION

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#### Fox School of Business, Temple University

*Bachelor of Business Administration in Economics, summa cum laude*

Philadelphia, PA

May 2017

Cumulative GPA: 3.99 (Scale of 0 – 4.0) | Business Honors Program and University Honors Program, Dean's List 2013 – 2017 | GPA Award – Highest in the major | Sun Award for Excellence in Economic Writing

### ADDITIONAL

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**SKILLS:** Fluent in Hebrew, speaking proficiency in Russian | Competence in SQL, Python, HTML, CSS, Javascript and Tableau | Comprehensive project planning ability using Jira, Trello, and Airtable

**PERSONAL:** Avid fan of the English Premier League, specifically Liverpool FC | Athletic hobbies include soccer & running