

JAM PILARCA

MSc in Digital Transformation | Senior Product Manager

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London, United Kingdom

SUMMARY

I am a Senior Product Manager with 5+ years of experience in incubating and delivering products that create a lasting impact on people's lives, doing what it takes to bring an idea from MVP to scale.

A collaborator at heart, I thrive in cross-functional teams and fast-paced environments.

EDUCATION

ESCP Business School

MSc in Digital Transformation
Management & Leadership
2022 – Present

Learning about emerging technologies such as blockchain, cryptocurrencies, and web3.0

Ateneo de Manila University

2012 – 2016
Bachelor of Science, Major in
Management Engineering
(Hons)

IÉSEG School of Management, France

2015
Exchange Student

WORK EXPERIENCE

MOZREST

London, UK

B2B Restaurant Booking Aggregator and content management system for restaurants.

Product Manager (Project-based)

Nov 2022 – Dec 2022

Problem: Existing onboarding flow confused users and was not answering customer's problems. Feature was delayed by 1 month.

Solution: Conducted user interviews to identify points of friction at onboarding and redesigned flows based on insights

Results: Redesigned flows and mockups for customer onboarding experience, mapped out timeline to launch product, and created all user stories to get project back on track

GROWSARI

Manila, PH

B2B E-commerce Platform transforming 100,000 mom and pop shops (sari-sari stores) by providing them with affordable products, e-businesses and financial inclusion. Joined pre-seed as employee #20, left at series C with over 500 employees.

Product Lead for B2C

Jan 2022 – Aug 2022

Problem: Over 10 million endconsumers are conducting regular, offline transactions at these mom and pop shops – how can Growsari capture these endconsumers and their transactions?

Solution: Use digital coupon platform as acquisition play for endconsumers, eventually build out a point-of-sale app to capture entire transactions

Results:

- Launched coupon platform MVP in 1 month, resulting in 80% endconsumer retention
- Acquired P&G as first coupon merchant to pilot and scale up the MVP

Product Lead for Marketplace

May 2020 – Dec 2021

Problem: Each store has its own curated assortment based on the hyperlocal demographic of their customers but the assortment available on the Growsari platform is only limited to partner suppliers.

Solution: A marketplace platform where merchants can join Growsari as a supplier and access the Growsari logistics platform

Results:

- Launched and scaled marketplace platform from zero to one, including store-facing android app, a merchant order management tool (web app), and a warehouse management tool

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SKILLS

Technical Skills

A/B Testing, Adobe XD, Figma,
Agile method, Balsamiq, Excel,
JIRA, SQL

Languages

English (Native)
French (B1 - Intermediate)
Filipino (Native)

WORK EXPERIENCE

- Captured 10% of existing users, making up 10% of company revenue while achieving positive operating margins
- Increased product penetration by 20% in one month by redesigning browsing experience based on A/B tests and user interviews
- Scaled out squad from just 1 developer to 3 developers, 1 designer, and 1 data specialist as well as a product ops team

Product Manager for E-commerce

Sept 2018 - May 2020

Problem: Endconsumers love online shopping but are afraid to order online, don't have formal addresses, and can only pay with cash

Solution: Turn stores into ordering and drop-off points so endconsumers can shop online

- Scoped and developed E-commerce product, improving user retention, eventually making up 5% of overall company revenues
- Increased sales by 20% in one month by releasing targeted education materials based on user interviews
- Acquired 2 largest e-commerce companies in the country as partners

EDUKASYON.PH

Manila, PH

Leading B2C EdTech Platform empowering students to choose their education and digitally transforming the school application process in the Philippines

Junior Product Manager for Applications

May 2017 - July 2018

- Designed, tested, and launched online application portal for the leading university in the Philippines, enabling 800 students to apply within 1 month of pilot launch

Sales & Product Associate

Oct 2016 - May 2017

- Acquired and managed relationships with 20 client schools, gathered requirements and launched applicant management feature