JACOB **VOYTOVICH**

Product Management | Marketing | Strategy

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SUMMARY

Innovative product development leader delivering high-impact B2B and B2C digital experiences. Expertise in driving rapid growth and high ROI through strategic planning, data-driven decision-making, and user-centric product management.

EXPERIENCE

TestLoop Labs – Stamford, CT

Product Management Consultant   Jul. 2024 – Current

→ Founded a product management and marketing consultancy, focused on product-led growth, data-driven experimentation, A/B testing, and validated learning to drive customer acquisition, conversion, and retention.

→ Leveraging the opportunity to deepen AI expertise through learning, explorations, and launching a series of AI integrated online services.

Priceline – Norwalk, CT

Senior Product Manager, Marketing Messaging & Partner Solutions   Jun. 2022 – Jul. 2024

→ Achieved 500+ net incremental bookings per day (NIBPD) orchestrating a data-driven cross-channel consumer messaging strategy for 30+ products, leveraging email, push notifications, SMS, app inboxes, and white-label partner channels.

→ Generated $50M in total net value co-leading the development and analysis of 400+ A/B tests annually, enhancing user journeys, personalization, and profitability.

→ Drove $6M in total net value leading the implementation of a scalable, cloud-based white-label marketing platform and CRM, integrating numerous high-profile partner brands and positioning the platform for large-scale growth.

→ Managed a team of data analysts supporting experimentation analysis, building metrics reporting and internal client Tableau dashboards.

FourQ Systems – Westport, CT

Director of Product Management, ERP Integrations, APIs, MDM   Dec. 2020 – Sep. 2021

→ Seamlessly integrated B2B SaaS solutions with cloud-based and on-premise ERPs through strategic partnerships with Fortune 100 clients.

→ Led product team in developing, testing, and launching critical core services including APIs, rules engine, and Master Data Management, tailored to intricate invoice and payment processes of enterprise clients.

→ Drove innovation in financial management solutions by crafting and executing strategic product roadmaps based on in-depth analysis of customer needs and market opportunities.

Spectrum – Stamford, CT

Product Director, Spectrum Mobile (Site Engagement, SEO)   Feb. 2020 – Dec. 2020

→ Increased average monthly traffic by 1.3M visits YoY leading the strategic product and marketing vision for SpectrumMobile.com guiding a team of managers.

→ Catalyzed a 62% YoY increase in new line orders innovating the Mobile Savings Calculator; Spectrum Mobile became the fastest-growing mobile provider in the nation.

→ Launched over 100 new features to enhance user acquisition and journeys partnering with cross-functional teams to define requirements, envision new experiences, and set KPIs, significantly reducing buyflow friction.

→ Integrated and customized Jira Align to support enterprise-wide SAFe adoption, enabling real-time visibility of product roadmaps, cross-team dependencies, and strategic portfolio alignment.

PROFESSIONAL SKILLS

Product Management

Web, Mobile, API, Data, SEO, Marketing & AI Product Management

Rapid Experimentation & A/B Testing

Strategic Planning & Product Vision

Product Backlog & Roadmap Prioritization

Product Development

Product Lifecycle Management

Agile Methodologies (Scrum, SAFe, Kanban)

Product Marketing

UX & Customer Insights

User Experience (Design Thinking)

Behavioral Design & Choice Architecture

User and Market Research

Customer Experience

Technical Acumen

SQL, Big Query

Python, JS, HTML, CSS, Handlebars

API Integrations

Omniture, Google Analytics, Tableau

Agentic AI, LLMs, Machine Learning

Iterable, Adobe Campaign, Salesforce Marketing Cloud, SendGrid

Business & Leadership

Leading Product Teams

Team Leadership in Matrixed Environments

Stakeholder Management

Data-Driven Decision Making

Business Case Development

Project Management

Digital Transformation

Qualitative and Quantitative Analysis

Defining Key Performance Indicators (KPIs)

WebMD – New York, NY

Senior Product Manager, Technology   Jun. 2018 – Feb. 2020

→ Ensured successful product and feature releases managing CMS, ESP Migration, and Marketing Platform product development in a fast-paced Agile environment communicating with developers and stakeholders.

→ Led a digital transformation project and met a tight marketing platform migration deadline with the successful launch of a next-gen Newsletter Builder.

→ Catered to 12M active users overseeing the development of the Professional CMS supporting all content needs across site, app, and email.

Senior Product Manager, Business Operations   May 2017 – Jun. 2018

→ Reduced global opt-outs by 51% conceptualizing and launching an Opt-Down vs. Opt-Out email and landing page strategy, utilizing best practices and behavioral nudging techniques to enhance user experiences.

→ Achieved a 91% YoY increase in new site registrations implementing a 'First Peak Free' gating experience.

Gartner

Product Manager, Digital Client Experiences   Apr. 2015 – Jan. 2017

→ Oversaw a cutting-edge B2B email marketing program and content recommendation engine, enhancing client engagement and retention through personalized content delivery while prioritizing two Scrum teams.

→ Drove product strategy and operations while leading market research across Gartner's digital platform teams, including engagement, mobile, search, and email.

→ Boosted website logins by 83%, increasing from 0.6 to 1.1 logins per user per month.

→ Increased email-driven site readership from 15% to 35%; 2% lift in client retention.

Business Analyst, Strategic Accounts   Jul. 2013 – Apr. 2015

→ Partnered with Gartner product teams on major strategic accounts to analyze big data, define user experience value, create contracts, set global pricing, and design innovative reports for senior executives, clients, and sales.

→ Secured a multi-year renewal worth $34M for the largest client demonstrating value through usage and testimonials during contract renewal effort.

Custom Proposal Specialist, Impact Assessment   Oct. 2011 – Jul. 2013

→ Launched a series of sales enablement tools as a product manager, driving the formation of a new global service team to meet the growing company-wide demand.

→ Increased client retention by 3% for accounts supported by URGent (Usage Report Generator), a tool independently conceived and launched to enhance client usage reporting.

→ Achieved a 14% increase in client retention conceiving and launching Resource Finder beta, a sales enablement tool that maps client needs to Gartner research for client-ready presentations.

EDUCATION

Certificate in Product Management
CORNELL UNIVERSITY

Bachelor of Arts, Economics
UNIVERSITY OF CONNECTICUT

Bachelor of Arts, Psychology
UNIVERSITY OF CONNECTICUT