Jack Plouse

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CAREER SUMMARY

- Veteran Product Strategy and Development Leader with 20+ years experience working in B2B and B2C organizations. Built teams, GTM strategies, honed processes, and launched products to drive innovation within an Agile framework.

- Using a lean methodology, spearheaded the creation of a Service Marketplace, growing to 2M ARR and amassing nearly 50k service providers.

- Developed product organization, communication practices, GTM strategy and product operations hallmarks by partnering with key stakeholders to introduce Moneytree's first digital lending solution.

- Implemented a product operations team, doubling productivity in the product development life-cycle over 3 years.

- Led the integration of a Point-of-sale (POS) and payment processors into a digital lending platform.

- Championed a unified digital multichannel strategy, creating standardized workflows to tap into new revenue streams with a team of 9 and a $1M+ marketing budget.

- Oversaw operations and collaborated with Executive Leadership at 150 retail locations, instituting controls for compliance, asset management, and security, ensuring operational excellence.

PROFESSIONAL WORK EXPERIENCE

G2.COM – REMOTE
Senior Product Manager   2/2022 – current

- Defined the strategic vision for G2 Services marketplace, leading initiatives that resulted in a $1 million ARR growth before GTM launch and then doubled it in the following 6 months.

- Pioneered inaugural services grid, evaluating both satisfaction and proficiency using a proprietary algorithm across nearly 100 services categories.

- Create, own and execute strategic and tactical roadmaps for a two-sided marketplace, meticulously evaluating the ramifications of each planned task to ensure balanced growth and stability.

- Fostered essential internal relationships across the organization and successful partnerships with industry leaders like HubSpot and Salesforce.

- Championed a data-centric approach, influencing G2's strategic decisions through ROI analyses and resource management.

- Collaborated with internal teams and mentored 2 other Product Managers

MONEYTREE, INC – SEATTLE, WA
Director of Product Development & Strategy   01/2017 – 05/2021

- Led the Product Development division, setting up a framework for enterprise POS and digital initiatives.

- Drove a $90M revenue increase and boosted customer retention by 25%.

- Established communication tools to address systemic issues reported by Customers, achieving a 50% rise in positive customer sentiment scoring.

- Fostered senior leadership and engineering partnerships, enhancing cross-company collaboration.

- Simplified technical requirements into actionable product tasks.

- Strategically doubled product deployment productivity over 3 years.

- Formed an acclaimed Testing team, improving testing efficiency YOY and securing Department of the Year nominations.

- Integrated automation, slashing call center transactions by 17K monthly.

- Elevated training in key regulatory compliances like BSA, ECOA, and TCPA.

Technology Services Director   01/2016 – 01/2017

- Led the Product Development Subcommittee and revamped processes, leading to my appointment as Director of Development & Strategy.
- Pioneered evaluations of emerging financial tech with industry leaders and the President, steering the company into the FinTech domain.
- Managed vendor relations, SLAs, and negotiations, enhancing ROI.
- Delivered impactful presentations showcasing value, progress, and ROI outcomes.

Online Marketing Manager   01/2008 – 01/2015

- Crafted and advanced a digital marketing strategy.
- Introduced cutting-edge technologies for outbound marketing.
- Led CRM integration, establishing both customer-facing and internal communication sites.
- Assembled and oversaw a team for roadmap planning, ad spend, SEO, and content, resulting in a 250% surge in inbound traffic.
- Collaborated with agencies on SEO and ad campaigns.
- Championed a shift to digital with a new CRM and online transaction system, moving from traditional to digital platforms.
- Spearheaded digital shift with a new CRM and online transaction system, transitioning from traditional to digital methods.

Operations Support Manager   01/2006 – 01/2008

- Led a team of 5, liaising with Executive Leadership across 150 retail locations in the Northwest. We developed and rolled out internal controls, personally visiting each store to evaluate compliance, asset management, and safety protocols, ensuring all operations met standards.
- Developed systems to extract POS data into a database. By analyzing this data, we increased traceability and identified anomalies.
- Designed security tools by studying internal fraud and theft trends. This led to the most significant fraud reduction in the company's history within two years. Due to its success, the tool is still in company-wide use.

ADDITIONAL EXPERIENCE

ADVISORY BOARD, KIDSERVE SEATTLE – SEATTLE, WA
Technology Chair   02/2010 – 04/2011

- I partnered closely with the Executive Director to formulate a comprehensive technology strategy and fortify our infrastructure. Additionally, I provided consultation to Board members on topics such as website design, digital presence, marketing strategies, constituent outreach, information structuring, and product positioning. This collaboration played a pivotal role in establishing and refining the organization's communication and technological standards.

EDUCATION & CERTIFICATIONS

GONZAGA UNIVERSITY – *MA, Organizational Leadership*

UNIVERSITY OF PHOENIX – *BS, Business Administration*

SCRUM ALLIANCE – *Agile Coaching Skills*

SCRUM ALLIANCE – *Certified ScrumMaster (CSM)*

SCRUM ALLIANCE – *Certified Scrum Product Owner (CSPO)*

IC AGILE - *Agile Team Facilitation*

UNIVERSITY OF CALIFORNIA – *Initiating & Planning Projects*

UNIVERSITY OF WASHINGTON – *Advanced Interactive Marketing*

MASSACHUSETTS INSTITUTE OF TECHNOLOGY (MIT) – *Fintech, Future Commerce*

MARKET MOTIVE – *SEO Master Certification & Web Analytics Master Certification*