

Jack Plouse

Product Strategy & Development Leader | Senior Product Manager · Founder · Investor

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SUMMARY

Product strategy and development leader with 20+ years across telecom, fintech, B2B marketplaces, and PropTech. Specializes in aligning product roadmaps with business objectives, driving experimentation within Agile frameworks, and using data-driven insights to deliver measurable outcomes: \$90M revenue growth at Moneytree, a 40% digital adoption increase at T-Mobile, and a dual-sided marketplace built from 0 to 1 at G2. Currently leads A/B test strategy for T-Mobile's Experimentation & Growth department and operates Propblink, a real estate deal-analysis platform founded from his own investing practice.

EXPERIENCE

Senior Product Manager | T-Mobile

Bellevue, WA · Jan 2025 – Present · Experimentation & Growth (2026); Experience Definition, Base Upgrades (2025)

- Selected to help establish the Experimentation & Growth department, defining the operating model that aligns Marketing, Product, and IT around high-impact experiments across postpaid, prepaid, and services experiences.
- Own A/B test strategy end to end (hypotheses, instrumentation, KPI frameworks) across cross-functional product, marketing, IT, and QA teams.
- Led Experience Definition for Base Upgrades, T-Mobile's highest-volume ecommerce journey, across Web and the T-Life app; digitally enabled transactions customers historically completed in retail, driving a 40% increase in digital adoption.
- Contribute to T-Life, ranked among the top consumer apps of 2025, serving millions of users.
- Co-led adoption of AI tools (Claude, ChatGPT) into product workflows; mentor product managers and serve on the hiring team growing the digital ecommerce organization.

Founder & Operator | Propblink (propblink.com)

Seattle area · Jul 2025 – Present · PropTech SaaS, solo-founded

- Founded a rental and fix-and-flip deal-analysis platform for Oregon and Washington investors, taking it from personal pain point through discovery, prototype, and shipped product, built hands-on with AI tooling.
- Designed an automated underwriting engine scoring every deal PROCEED, MARGINAL, or WALK against the investor's actual lender terms, computing max offer and net proceeds instantly.
- Aggregated listings, pre-foreclosures, and wholesale deal flow into one daily pipeline; unified flip and rental (per-unit DSCR) economics in one verdict flow.

Senior Product Manager | G2

Remote · Feb 2022 – Aug 2024 · B2B SaaS Marketplace

- Built G2's dual-sided services marketplace from 0 to 1, taking a proven marketplace model to its second vertical, from ideation through client adoption.
- Architected the proprietary satisfaction algorithm that became the foundation for G2's first Services Grid.
- Improved conversion and boosted ARR by enhancing buyer discoverability through structured data and page experience; validated direction with direct user research weighed against behavioral data.

- Won three consecutive company-wide hackathons developing PLG and onboarding features, and co-led rollout of ChatGPT and Claude into the product organization.

Director of Product Development & Strategy | Moneytree, Inc.

Seattle, WA · Sep 2017 – May 2021 · Regulated consumer financial services

- Drove a \$90M revenue increase through digital product strategy across enterprise POS and digital lending; increased customer retention 25% and positive sentiment 50%.
- Led 0-to-1 development of the company's first online lending platform and first enterprise CMS in a regulated environment (BSA, ECOA, TCPA).
- Doubled product delivery productivity over three years by building and coaching cross-functional product, engineering, and QA teams; Testing team earned Department of the Year nominations.
- Automated away 17,000 monthly call-center transactions through product-driven process improvement.

Earlier Moneytree roles | Seattle, WA

Director of Technology Services (2016–2017) · Digital Marketing Manager (2008–2016) · Operations Support Manager (2006–2008)

- Guided the company's pivot into fintech; chaired the Product Development Subcommittee, earning promotion to product leadership.
- Grew inbound traffic 250%; built the company website, CRM, and online transactional system 0 to 1; managed a \$1M+ budget and a team of 6.
- Supported operations across 150 retail locations; built fraud-prevention tools still in enterprise-wide use.

Advisor / Investor / Owner | JCHR Holdings, LLC

Woodinville, WA · Jan 2011 – Present

- Fix-and-flip and multifamily rental investor: acquisition, value-add renovation, leasing, and long-term asset management. The investing practice behind Propblink.

EDUCATION

- MA, Organizational Leadership, Gonzaga University
- BS, Business Administration, University of Phoenix

CERTIFICATIONS

Certified ScrumMaster (CSM) · Certified Scrum Product Owner (CSPO) · Agile Team Facilitation (ICP-ATF) · Fintech: Future Commerce (MIT) · OMCP Online Marketing Certified Professional

CORE SKILLS

Product Strategy · A/B Testing and Experimentation · 0-to-1 Product Development · Dual-Sided Marketplaces · Growth and Funnel Optimization · KPI Definition · Cross-Functional Leadership · Team Building and Coaching · AI Tools (Claude, ChatGPT, Gemini) · Regulated Environments