

Jack Plouse

Product & Growth Leader | Marketplace, SEO, and Digital Platforms

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SUMMARY

Product and growth leader with 20+ years of experience scaling digital platforms across telecom, fintech, and marketplace businesses. Proven track record driving organic growth, improving conversion, and building high-performing product teams.

Expert in SEO-driven acquisition, marketplace dynamics, and aligning product, engineering, and content systems to increase discoverability and engagement. Known for leading through ambiguity, building strong product cultures, and delivering measurable business outcomes at scale.

EXPERIENCE

Senior Product Manager — T-Mobile

02/2025 – Present

- Selected to establish and lead a new Experimentation & Growth division, defining an operating model that aligns Marketing, Product, and IT to deliver high-impact experiments and accelerate learning velocity.
- Own experience definition and product strategy for T-Mobile's highest-volume ecommerce journey (Base Upgrades), aligning Web and app experiences to drive improvements in conversion, digital adoption, and customer satisfaction.
- Implement experimentation-driven product development (A/B testing, funnel optimization, KPI frameworks) to continuously improve performance and reduce friction.
- Partner with SEO organization to align technical SEO requirements (crawlability, indexing, structured data) with product and engineering execution, improving organic visibility.
- Mentor and guide product managers while influencing roadmap prioritization and cross-functional execution.

Advisor / Investor / Owner — JCHR Holdings, LLC

01/2011 – Present

- Own and operate a portfolio of residential real estate investments, managing acquisition, renovation, leasing, and long-term asset performance.
- Execute value-add strategies to improve property value, rental income, and overall ROI.
- Advise organizations on product strategy, operating models, and scalable growth initiatives.

Senior Product Manager — G2

02/2022 – 08/2024

- Led product strategy for a dual-sided services marketplace, driving significant increases in buyer conversion, supplier engagement, and revenue growth.
- Built and scaled marketplace experiences that improved content discoverability and organic acquisition, leveraging structured data, SEO optimization, and enhanced page experiences.
- Partnered closely with SEO, Marketing, and Sales Enablement teams to expand marketplace visibility, improve positioning, and increase high-intent traffic.
- Collaborated cross-functionally across product, engineering, and go-to-market teams to align product strategy with revenue and growth objectives.
- Led three cross-functional teams to first-place finishes in company-wide hackathons, demonstrating rapid execution, innovation, and team leadership under constraints.

Director of Product Development & Strategy — Moneytree, Inc.

01/2017 – 05/2021

- Led product strategy and execution across a digital financial services platform, contributing to \$90M+ in revenue growth.
- Built and scaled cross-functional teams across product, engineering, and QA, doubling delivery capacity and improving speed to market.
- Introduced modern product practices (Agile, OKRs, customer-centric design), improving alignment, prioritization, and execution.
- Drove digital transformation initiatives including online lending, payments, and third-party integrations.

Technology Services Director — Moneytree, Inc.

01/2016 – 01/2017

- Led technology strategy and development operations, improving system performance and delivery efficiency.
- Evaluated and implemented new technologies and vendor partnerships to support scale and innovation.

Digital Marketing Manager — Moneytree, Inc.

01/2008 – 01/2015

- Grew inbound traffic by 250% through SEO, paid acquisition, and digital channel optimization.
- Led CRM and marketing automation initiatives to improve customer engagement and conversion.
- Built and scaled the digital marketing team, developing a paid, owned, and earned multi-channel strategy that expanded acquisition channels and increased overall digital reach.

Operations Support Manager — Moneytree, Inc.

01/2006 – 01/2008

- Supported operations across 150+ retail locations, improving reporting, analytics, and decision-making systems.
- Built performance tracking tools that enhanced visibility into POS and operational metrics.

EDUCATION & CERTIFICATIONS

- MA, Organizational Leadership — Gonzaga University
- BS, Business Administration — University of Phoenix
- Certified ScrumMaster (CSM), Certified Scrum Product Owner (CSPO) — Scrum Alliance
- Agile Coaching Skills — Scrum Alliance
- Agile Team Facilitation — ICAgile
- MIT — Fintech: Future Commerce
- University of Washington — Advanced Interactive Marketing
- University of California — Initiating & Planning Projects
- Market Motive — SEO & Web Analytics Certifications

CORE SKILLS

Product Strategy • Growth & Experimentation • SEO & Organic Acquisition • Marketplace Platforms
Ecommerce Optimization • Conversion & Funnel Optimization • Digital Transformation
Cross-Functional Leadership • Agile & Product Operating Models • Data-Driven Decision Making
Go-to-Market Strategy • Stakeholder Alignment • Team Building & Coaching