

## **Jack Plouse**

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### **CAREER SUMMARY**

I am a seasoned Product Strategy and Development Leader with over 20 years of experience in Product Management, Marketing, R&D, and Operations Management across startups and large organizations. I specialize in aligning product roadmaps with business objectives, driving innovation within Agile frameworks, and leveraging data-driven insights to deliver impactful business outcomes. My experience spans building high-performing teams, developing go-to-market (GTM) strategies, and enhancing product offerings through cross-functional collaboration.

### **CORE COMPETENCIES**

- Developing and executing comprehensive product vision and strategy to drive business growth and market leadership.
- Leading cross-functional teams in engineering, design, sales, marketing, and customer success to ensure successful product development and go-to-market strategies.
- Managing the end-to-end product lifecycle, from ideation to launch, ensuring alignment with strategic objectives.
- Conducting market research and competitive analysis to identify industry trends and new product opportunities.
- Defining and monitoring key performance indicators (KPIs) to measure product success and iterating based on data-driven insights.
- Mentoring and managing product teams, ensuring professional growth and alignment with corporate goals.
- Serving as the voice of the customer to ensure product decisions are informed by customer feedback and market demands.
- Ensuring compliance with industry regulations while driving innovation and continuous improvement.

### **PROFESSIONAL EXPERIENCE**

#### **G2.COM – REMOTE**

*Senior Product Manager | 02/2022 – 08/2024*

Led end-to-end product lifecycle management for a dual-sided marketplace, successfully driving products from ideation to client adoption. Developed and executed a product strategy that aligned with corporate goals, focusing on innovation and market leadership. Collaborated with cross-functional teams to ensure timely and high-quality product launches, consistently achieving key performance indicators (KPIs). Conducted extensive market research and competitive analysis to inform product decisions and ensure market relevance. Managed and mentored a high-performing product team, enhancing productivity and aligning product initiatives with business objectives.

## **MONEYTREE, INC – SEATTLE, WA**

*Director of Product Development & Strategy | 01/2017 – 05/2021*

Directed product development and strategy for enterprise POS systems and digital lending solutions, leading to a \$90M revenue increase. Developed a comprehensive product vision that aligned with market trends and corporate goals. Spearheaded digital transformation efforts, integrating CRM systems and advanced technologies to optimize customer interactions and operational efficiency. Managed a high-performing product team, doubling productivity over three years. Conducted market analysis and competitive positioning to drive product innovation and meet customer needs.

*Technology Services Director | 01/2016 – 01/2017*

Revamped product development processes as the head of the Product Development Subcommittee, leading to a promotion to Director of Product Development & Strategy. Played a pivotal role in Moneytree's fintech pivot, evaluating and integrating new technologies to enhance product offerings. Achieved significant ROI enhancements through strategic vendor management and process improvements.

*Online Marketing Manager | 01/2008 – 01/2015*

Developed and executed digital marketing strategies that drove a 250% increase in inbound traffic. Led CRM system integration to enhance customer communications and support digital transformation. Managed SEO, content strategy, and ad spending, significantly boosting online visibility and customer engagement. Collaborated with agencies to optimize SEO and advertising, resulting in substantial improvements in digital marketing effectiveness.

*Operations Support Manager | 01/2006 – 01/2008*

Oversaw operations across 150 retail locations, ensuring compliance, asset management, and safety protocols. Developed and implemented security tools to reduce fraud, which continue to be utilized today. Implemented systems to analyze POS data, improving operational efficiency and performance across the organization.

## **EDUCATION & CERTIFICATIONS**

- Gonzaga University – MA, Organizational Leadership
- University of Phoenix – BS, Business Administration
- SCRUM ALLIANCE – Agile Coaching Skills, Certified ScrumMaster (CSM), 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