

Experienced Senior Product Leader

# Jonathan Coffman

## Contact

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## Profile

Data-driven leader with extensive revenue growth outcomes across ecommerce, D2C, B2B, SaaS, and agencies. A coach and empathetic leader well versed in growing customer and data-oriented product management, design, development and UX research teams with a passion for product-led growth.

- 15 Years of product experience at startups, mid-sized businesses, and large enterprises
- 12+ Years of Ecommerce and consumer digital experience and strategy work
- 10+ Years of people management experience at scaled product and engineering organizations down to small teams.
- 4+ Years of bringing new SaaS products and services to market including developing GTM strategies

## Key Skills

- Leading, recruiting, growing, and retaining teams to greater focus on delivering outcomes with the customer at the center
- Focus on data-driven and evidence-based management principals, including quantitative and qualitative analysis to achieve the best, frictionless customer experiences as well as expertise in data modeling, a/b and multivariate testing as well as growth modeling and revenue attribution strategy
- Expertise in product portfolio management, prioritization, and the agile product development lifecycle, from 0-1 product development up to enterprise scaled and distributed teams
- Multi & omni-channel experience optimizing the customer journey for lifetime value and personalized experiences from top of funnel acquisition through loyalty and retention

## Professional Experience

### MattressFirm (2021-Current)

#### Principal Product Manager – Director of Digital Shopping Experiences

- Led redesign of the digital shopping funnel resulting in a 150% increase in add-to-cart rate, a 20% increase in order conversion while lifting average order value; decreased bounce rate by 25% across digital channels.
- Created strategy and business case to target messaging across channels leading to double-digit increases in engagement on key content and consumer education materials for high consideration products
- Launched a new Spanish language ecommerce experience in 6-weeks, resulting in a 2x order conversion rate, and identified a new high-AOV market segment now being targeted for long-term growth.
- Developed the strategy, approach for, and operationalized a 4x increase in a/b testing velocity resulting in new insights and revenue growth from experimentation, leading to higher ROI
- Developed and implemented a new product development lifecycle strategy, aligned coaching and mentoring activities to a cross-functional team of engineers, designers, merchandisers, content creators, and leadership. This resulted in a 3x increase in production releases, delivering more value faster.
- Led multiple RFP processes end-to-end for key SaaS partnerships resulting in an identified 70% reduction in cost over 3-years

### Accenture Interactive (2016-2021)

#### Director of Digital Product and Studio Operations (2019 - 2021)

- Lead & directed a high-performance team of 18 senior product and program managers across a portfolio of \$20M+ in yearly services revenue, oversaw the operations of UX design, analytics, and agile development teams
- Scaled the GTM/Business Development team from 3 to 12+ sellers, resulting in \$4.6M of new revenue generated in the first 6-months including the development of strategic partnerships
- Directly sold \$3M+ in digital growth and product experience optimization and marketing services in 2019, and oversaw ongoing delivery of those deals once closed, all at 10x+ directly attributable ROI
- Developed and oversaw studio operations for the 80+ team member experience optimization studio handling finance, legal, agency staffing, and education/career-growth initiatives
- Developed new service models and approaches for client delivery for retail and higher education clients to grow revenue digitally across platforms & channels

### **Manager - Digital Product Growth & Performance Programs (2016-2018)**

- Led largest account at agency, worth over \$1 million ARR and contributed lift of over \$60M in 2018, and \$121M in 2019
- Managed diverse clients like CDW, SolarWinds, Ulta Beauty, Express, and New Balance, worth over \$2 million in studio revenue per year, including keeping 15+ people staffed on projects
- Supervised team of 12, resulting in multiple promotions and retention of 90%+ of team members through the first 18-months post acquisition

### **Volusion (2015-2016)**

#### **Senior Product Manager, Seller/Merchant Experience**

Led the creation of a Small and Medium Business (SMB) SaaS cloud-based commerce platform, including product-market fit testing and agile development of the new platform.

- Produced product strategy and market alignment/fit for a new product targeted at millennial entrepreneurs starting new businesses
- Launched new MVP ecommerce platform, including a new freemium business model, garnering thousands of closed-beta signups for new and existing storefronts for small businesses
- Led agile engineering teams to on-time and on-budget delivery of the initial prototypes and functioning platform, including fully-responsive templates, catalog and inventory management applications, and more to enable additional testing
- Implemented new customer support strategies and system to reduce cost to serve these new freemium customers via proactive automated support, a new customer onboarding flow, and chat support

### **Dell (2011-2015)**

#### **Sr Product Manager and Chief Product Owner for dell.com Shopping Experiences [2013-2015]**

In an expanding role as a leader on the product management team for the global Dell.com B2B and B2C eCommerce presence, lead the strategy and revenue growth attainment efforts while managing a team of product managers.

- As CPO for the Dell.com shopping experience, developed the roadmap and delivered on \$20M+ in yearly IT spend in product development improving the customer experience of Dell.com, resulting in \$300M+ in annualized incremental revenue through key projects such as:
  - Reducing the purchase flow from 15 to 8 clicks, removing friction and decreasing cart abandonment
  - New social media sharing and promotion tools resulting in increased earned traffic
  - Migration of all experiences globally to responsive/mobile-first designs
- Co-created a novel business case approach for measuring and improving customer experience by resolving dissatisfaction drivers; improving NPS scores, and thereby growing the business
- Ultimately programs implemented under this case found and resolved 44% of dissatisfaction drivers across the shopping experience resulting in a 14.8% increase in NPS scores, and a 21% increase in revenue per visitor in the US

#### **Product Manager of dell.com B2B Experience and Content Tools (2011-2013)**

- Identified and prioritized operational challenges to maintaining content, improving performance and ease-of-use for the Dell.com CSM resulting in over \$3M in annual cost savings
- Led the team that built and managed the APIs and content publishing experience for the Dell.com CMS serving over 100 countries and 20+ languages
- Led the strategy and delivery of a redesign for the Services & Solutions lead generation website

### **Early Career**

- **Public Broadcasting Service [PBS]** - Associate Product Manager & Social Media Strategist [2008-2011]
- **KOMU-TV** - Web Editor/Reporter [2005-2008]
- **KBIA-FM** - Convergence Editor/Reporter [2005-2007]

### **Education**

- University of Missouri - Bachelor of Journalism