

JASON A FOLK

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PROFESSIONAL SUMMARY

Seasoned Product Lead with 15+ years of experience creating SaaS and AI-driven solutions across Retail eCommerce, Ad/MarTech, FinTech, and eHealth. Expert in launching scalable products that drive engagement, growth, and revenue. Recently spearheaded data-driven ad management and omni-channel retail media solutions, delivering measurable impact. Adept at shaping product roadmaps, leveraging customer analytics, and bridging business goals with technical execution. Thrives in dynamic, collaborative environments—remote or on-site.

SKILLS

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| People Management & Team Building | B2B DTC Retail & Ecommerce Marketplace building & optimization | Growth-Driving Loyalty, Couponing & Customer Retention initiative launches |
| AB & Multivariate User Testing & Data Science | SEO SEM SERP PPC CTA KPI Optimization | SQL Marketo Shopify 3P Commerce |
| IA UI UX UAT IXD CX BX Optimization | Mobile Web Social Media Livestream Commerce | AI & Machine Learning, ERP & CRM implementations & migrations |

EXPERIENCE

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| INDEPENDENT CONSULTANT | <u>VARIOUS COMPANIES</u> San Jose, California | Jul 2023 - Now |
| <ul style="list-style-type: none">Grew revenue by +15% for large international brands by optimizing retail media performance across <i>Walmart Connect, Amazon DSP, Target Roundel, Kroger 8451, Instacart, Chewy</i> and othersCreated new digital strategies and a content management system for The City of San Jose in the Summer 2024Improved efficiencies for largest charity in California by 15%, increasing customers served by 12% in two months | | |
| VP OF ECOMMERCE INNOVATION, DATA SCIENCE | <u>HORIZON MEDIA [NIGHT MARKET]</u> Los Angeles, California | Apr 2021 – Jul 2023 |
| <ul style="list-style-type: none">Grew subscription revenue by +15%, for +15 well-known brands, by building and launching a bespoke enterprise software service SAAS solution, zero-to-one, called NEON [<i>neon.inc</i>]Managed \$5M book of business for +20 retail channels, beating initial \$6M/yr revenue forecast in first six monthsHired and managed a team of +25 data developers & creatives to build adtech tools, manage different clients' ERP/CRM systems, grow social media & livestream networks, and employ digital growth strategies | | |
| COFOUNDER & HEAD OF PRODUCT | <u>TRUWORKSPACE</u> (<i>pre-seed startup</i>) San Jose, California | Aug 2020 – Apr 2021 |
| <ul style="list-style-type: none">Built comprehensive functional proof-of-concept demo that secured funding [truworkspace.com]Closed initial \$2M of seed funding for remote work start-up, built & launched functional demo product, and managed all product designs, tech development, UI/UX, product spec writing, roadmaps and timelines | | |
| HEAD OF BUSINESS DEVELOPMENT | <u>PINGPONG FINANCIAL</u> San Mateo, California | Jul 2019 – Aug 2020 |
| <ul style="list-style-type: none">Co-managed US office with US CEO, all BD partnerships & ecommerce marketplace capabilitiesDelivered US front & backend mobile and website platform with blockchain functionalities to enroll new enterprise partners, grow individual payment users, and ensure bank API hooks functioned properlyClosed +12 new revenue-generating deals, enrolling +5K new payment users, during initial 7 months | | |

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| DIRECTOR & HEAD OF MARKETPLACE | <u>SIKKA.AI [SIKKA SOFTWARE INC]</u> San Francisco, California | Jul 2016 – Jul 2019 |
| <ul style="list-style-type: none"> • Defined marketplace strategies that drove +50% increase in revenue growth and market expansion. • Led 20-person cross-functional teams in product development, marketing and sales/BD • Built strategic partnerships to enhance offerings and expand market reach. | | |
| SENIOR MANAGER II PRODUCT MANAGEMENT | <u>WALMART.COM ECOMMERCE</u> San Bruno, California | Jul 2014 – Aug 2016 |
| <ul style="list-style-type: none"> • Developed backend infrastructure for B2C/B2B Cross-Border Trade channels, increasing engagement by 20%. • Launched Walmart's first 3D Printing category in six months, overseeing marcomm, digital campaigns, and KPIs. • Secured \$1M seed funding for a 3D Printing-as-a-Service site, adding \$50M/year in new business revenue | | |
| DIRECTOR OF PRODUCT MANAGEMENT | <u>FIND & SAVE [WANDERFUL MEDIA]</u> Los Gatos, California | Feb 2013 – Jan 2014 |
| <ul style="list-style-type: none"> • Designed and launched price tracking and deal apps, boosting revenue by +20-25%. • Drove site optimization and launched retention programs for major retailers like Amazon and Best Buy. • Reduced overall ad campaign costs by -75% through creative, targeted and optimized marketing efforts. | | |
| SENIOR DIRECTOR OF PRODUCT MANAGEMENT & BUSINESS DEVELOPMENT | <u>WISH.COM</u> San Francisco, California | Jan 2012 – Jan 2013 |
| <ul style="list-style-type: none"> • Established first partnerships with brands, wholesalers & retailers, driving \$10M in initial sales & recurring revenue. • Managed a 30-person team as part of the founding leadership, reporting directly to the CEO. • Closed hundreds of seller and partner deals to fuel early-stage growth. | | |
| PRINCIPLE PRODUCT MANAGER | <u>NEXTAG INC</u> San Mateo, California | Jan 2010 – Jan 2012 |
| <ul style="list-style-type: none"> • Led post-acquisition rebranding, achieving a 500% improvement in KPIs and a 10x increase in conversions. • Implemented new algorithms and site optimizations, improving discovery accuracy by 70%. | | |
| SENIOR MANAGER II PRODUCT MANAGEMENT | <u>EBAY INC</u> San Jose, California | Jan 2007 – Jan 2010 |
| <ul style="list-style-type: none"> • Improved site navigation (+1.5%) and search algorithms (+1%), generating \$33M in annual revenue growth. • Consolidated and implemented multi-terabyte CRM and ERP systems, enhancing operational efficiency. | | |

EDUCATION

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| MASTER OF BUSINESS ADMINISTRATION [MBA] • OMIS, Marketing | <u>SANTA CLARA UNIVERSITY - LEAVEY SCHOOL OF BUSINESS</u> Santa Clara, California |
| BACHELOR OF ARTS [BA] • Economics | <u>UNIVERSITY OF CALIFORNIA, SANTA BARBARA [UCSB]</u> Santa Barbara, California |
| BACHELOR OF ARTS [BA] • Japanese | <u>UNIVERSITY OF CALIFORNIA, SANTA BARBARA [UCSB]</u> Santa Barbara, California |

PROFILES

- [linkedin.com/in/jasonfolk](https://www.linkedin.com/in/jasonfolk)
- [behance.net/jfolk](https://www.behance.net/jfolk)
- linktr.ee/jasonfolk