

JASON A FOLK

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PROFESSIONAL SUMMARY

Product & Business Development leader with 15+ years driving growth across eCommerce, SaaS, AI, and data solutions in Retail, AdTech, MarTech, and FinTech. Proven in launching innovative products, closing high-value deals, and scaling revenue. Expert in omnichannel strategy, retail media, and digital transformation. Skilled at aligning product vision with data science and execution to deliver impact for Fortune 500s and startups alike.

SKILLS

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, CPQ, TAM/SAM/SOM	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

DIRECTOR & HEAD OF TECHOPS

PARTNERCENTRIC
San Jose, California

Sep 25 - Now

- Lead and manage team of technical analysts focused on affiliate marketing technology operations
- Oversee technical operations for enterprise-level affiliate marketing platform and partnerships
- Manage cross-functional collaboration between technology, analytics, and business development teams

INDEPENDENT CONSULTANT

VARIOUS COMPANIES
San Jose, California

Jul 2023 – Sep 25

- Grew revenue by +15% for large international brands by optimizing retail media performance across *Walmart Connect, Amazon DSP, Target Roundel, Kroger 8451, Instacart, Chewy* and others
- Launched new digital strategies and a content management system that improved customer throughput by 25%
- Improved average customer engagement by 18% in first two months

HEAD OF ECOMMERCE INNOVATION, DATA SCIENCE

HORIZON MEDIA [NIGHT MARKET]
Los Angeles, California

Apr 2021 – Jul 2023

- Grew subscription revenue +15% across 20+ bluechip brands by launching NEON SaaS from zero-to-one [*neon.inc*]
- Managed \$5M book-of-business for +20 retail channels, exceeding initial \$6M/yr forecast in half a year
- Led 25+ developers and creatives to build adtech tools, optimize ERP/CRM, and scale digital growth

HEAD OF PRODUCT MANAGEMENT

TRUWORKSPACE
San Jose, California

Aug 2020 – Apr 2021

- 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

PINGPONG FINANCIAL
San Mateo, California

Jul 2019 – Aug 2020

- Delivered 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 properly

**DIRECTOR & HEAD OF
MARKETPLACE**

SIKKA.AI [SIKKA SOFTWARE INC]
San Francisco, California

Jul 2016 – Jul 2019

- 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
- Conducted TAM/SAM/SOM analyses to size opportunities & channel prioritization

**SENIOR MANAGER II
PRODUCT MANAGEMENT**

WALMART.COM ECOMMERCE
San Bruno, California

Jul 2014 – Aug 2016

- 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**

FIND & SAVE [WANDERFUL MEDIA]
Los Gatos, California

Feb 2013 – Jan 2014

- 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

**SR DIRECTOR OF PRODUCT &
BUSINESS DEVELOPMENT**

WISH.COM
San Francisco, California

Jan 2012 – Jan 2013

- 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**

NEXTAG INC
San Mateo, California

Jan 2010 – Jan 2012

- 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**

EBAY INC
San Jose, California

Jan 2007 – Jan 2010

- 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

MASTER OF BUSINESS ADMINISTRATION

- OMIS, Marketing

SANTA CLARA UNIVERSITY - LEAVEY SCHOOL OF BUSINESS

Santa Clara, California

BACHELOR OF ARTS [BA]

- Economics

UNIVERSITY OF CALIFORNIA, SANTA BARBARA [UCSB]

Santa Barbara, California

BACHELOR OF ARTS [BA]

- Japanese

UNIVERSITY OF CALIFORNIA, SANTA BARBARA [UCSB]

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