

JAY WADHWANI

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PRODUCT MANAGEMENT LEADER with 12+ years of experience driving growth, innovation, and zero-to-one execution across consumer tech, e-commerce, and AI-enabled products. Currently VP of Product at Extern, building an AI-native, portfolio-first alternative to the résumé. Patent inventor for Instagram's logged-out experience (90M users/day, 12% activation lift); built the \$100M Digital Beauty roadmap at Macy's; drove \$200M in ad revenue impact at Pandora; generated \$20M in new advertiser revenue at LinkedIn.

PRODUCT LEADERSHIP

Extern | Remote

Mar 2026 – Present

VP of Product · Fractional (Mar 2026) → Full-Time (Jun 2026)

- **Product Vision.** Leading product on a portfolio-first alternative to the résumé — built for a generation entering the workforce as AI collapses traditional entry-level roles.
- **AI-Native Execution.** Prototype 0-to-1 features with AI, open PRs for engineering review, and run design reviews, QA, and evals through sub-agents — shipping ~2 features per week and letting Mixpanel A/B tests decide what stays.
- **AI Enablement.** Lead company-wide AI workshops to upskill teammates and embed AI across every function.

CONSULTING EXPERIENCE

Zero to One LLC | Atlanta, GA

Nov 2024 – Mar 2026

Principal Product Consultant

- **Reclip** | **Jan – Mar 2026:** Head of Product; accelerated engineering velocity and built product process and execution rigor from the ground up.
- **Bucket Listers** | **Nov 2024 – Mar 2026 (Acquired by MARI, Feb 2026):** Fractional SVP of Product leading consumer experience redesign and AI-driven growth initiatives. Platform redesign drove a 10% lift in engagement and tickets sold; introduced contextual NLP search enabling natural language queries (e.g., "Find me cheaper tickets for my family under \$50"); built AI dynamic pricing to optimize marketplace conversion.
- **Fortellar** | **Nov 2024 – Jul 2025:** Product Lead for a \$300M AI-enabled platform modernization initiative for BlueCross BlueShield of Minnesota; owned customer service and front office domains within a cross-functional team of 10.

STARTUP EXPERIENCE

Fevo | Remote

Nov 2023 – Jul 2024

Director, Head of Product Management | D2C, Growth & Social Commerce

- **AI Vision.** Partnered with CEO to redefine the e-commerce experience using Gen AI, enhancing social shopping and customer engagement.
- **Scalable SaaS.** Led development of cloud-based B2B2C models; deployed the Shop With Friends API with Michael Kors and Tiffany & Co.
- **Team Leadership.** Led 3 PMs in building a scalable API product roadmap, improving DevOps through rapid deployment and iterative feedback loops.

Set Me Up, Inc. | Northeast, United States

Jun 2011 – Dec 2015

CEO & Co-founder

- Built and launched 3 iOS apps, 3 Android apps, and 1 PHP web app; grew to 100,000 users in first 3 months with 86% engagement during beta launch.
- Built a proprietary algorithm solving the cold-start problem, growing a database of 70M profiles; raised \$600K+ from HBS Angels, Walnut Ventures, and TiE Angels; managed a team of 8.

BIG TECH EXPERIENCE

Meta | New York, NY

Jun 2022 – Jul 2023

Lead Product Manager @ Instagram | Growth & Introduction Experiences

- **Patent Inventor.** Listed as inventor of Instagram's logged-out experience (patent app no. 18/511,564); used by 90M people/day, driving a 12% lift in activation.
- **Growth Impact.** Increased U.S. Teen MAU by 15% in H2 2022 by optimizing core user journeys and introduction flows.
- **Execution.** Drove roadmap through cross-functional partnerships, A/B testing, and data-driven hypothesis development across eng, design, data science, and policy.

Macy's | New York, NY

Aug 2020 – May 2022

Principal Product Manager | *Innovation Team*

- **o-to-1 Leadership.** Built Digital Beauty roadmap from scratch with two direct reports, surveying 10,000 shoppers and securing funding for 9 of 10 initiatives; generated \$100M+ in annual sales.
- **AR Virtual Try-On.** Introduced AR try-on experience: 20% lift in add-to-bag rate and 7% increase in conversion (cited in CEO earnings reports).
- **Virtual Advisor.** Built live text/chat/video tool connecting store associates with online shoppers; generated \$10M in Year 1 sales, more than doubling the initial goal.
- **Strategy.** Partnered with Chief Digital Officer on enterprise product strategy; owned a \$3.5B line of business.

Pandora Music | Atlanta, GA

Mar 2019 – Jul 2020

Senior Growth Product Manager | *Core, Identity, Social & Offline*

- **Revenue Impact.** Shipped bottom navigation — largest feature launch in company history in 2019 — driving a 2% increase in total listening hours and \$200M in incremental ad revenue.
- **Share Features.** Rebuilt Pandora's broken share suite and launched Share to Instagram Stories and artist pages; achieved 10% CTR on deeplinks — nearly 2x industry standard — opening a new listener acquisition funnel.
- **Growth.** Used ML insights to build a personalized share sheet with deep linking, driving a 10% referral conversion rate.

LinkedIn | San Francisco, CA

Feb 2016 – Mar 2019

Senior Product Operations Manager | *Company Pages*

- **Revenue Impact.** Designed and launched a one-click company page creation system that generated ~\$20M from new advertisers and reduced member complaints by 80%.
- **Access Flow.** Built a self-certify admin access request flow (30-day inactivity → self-certification) that reduced related support tickets by 50% while preserving member privacy.
- **Data-Driven.** Wrote SQL queries to surface top pain points; led GDPR/CCPA compliance work for Company Pages.
- **Recognition.** Promoted to Senior; top performer — "Most Creative" (GCO Summit), "Members First" (one-click page creation), "Top of Charts" (Voice of Customer); 16 performance awards.

EDUCATION

JD / MBA — Stetson University / Emory Law School (2008–2011) | Finished 5-year program in 3 years

MS, Data Analytics & Machine Learning (partially completed) — Georgia Tech

Software Development & Programming Certificate — UC Berkeley Extension

BS, Economics — University of Georgia (2003–2007)

Recipient of Nierenberg Scholarship; completed #1 ranked Advocacy program (U.S. News); admitted to the Florida Bar on first attempt.

SKILLS & ACTIVITIES

SQL | Python | Gen AI | AWS | Scrum | Jira | Mobile & Web | SaaS | A/B Testing

Featured on Emmy-nominated Netflix show Indian Matchmaking • Angel Squad Chapter Lead • AskMen.com contributor (7M readers/month) • Captain, LinkedIn Volleyball team (2016–2019) • Captain, Ice Hockey team (2023–present)