

JAY WADHWANI

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Product leader with 12+ years driving measurable commercial outcomes — from a \$200M ad revenue impact at Pandora to \$100M in annual sales from a 0-to-1 product strategy at Macy's. Deep experience building product roadmaps grounded in business strategy: surveying 10,000 customers, interviewing brand executives, modeling financial forecasts with FP&A, and securing funding for multi-initiative programs presented at the CEO level. Track record of translating complex business requirements into prioritized product roadmaps, leading agile delivery teams through launch and iteration, and owning go-to-market execution across enterprise retail partners. Brings cross-functional alignment across engineering, finance, legal, and operations — with a consistent bias toward products where user value and commercial impact are inseparable.

EXPERIENCE

Macy's

Aug 2020 – Aug 2022

Principal Product Manager

- Built Digital Beauty 0-to-1 product strategy from concept to \$100M in annual sales — surveyed 10,000 customers, interviewed brand presidents (L'Oréal, ELC), built financial models with FP&A, secured funding for 9/10 initiatives; results cited in CEO earnings reports
- Defined KPIs, measurement plans, and success criteria across three product pillars: AR Virtual Try-On (20% add-to-bag lift, 7% conversion increase), Virtual Advisor (\$10M year-1 revenue, 2x goal), Live Video Streaming (simultaneous dual-brand launch on Macy's and Bloomingdale's)
- Built cost/benefit models and business cases for each initiative — partnered with Finance to model revenue and retention impact, presented executive-level reporting to CDO and CEO; forecasted \$14.2M incremental annual revenue for Beauty
- Led cross-functional teams across engineering, design, legal, and brand operations — resolved scope conflicts, managed overlapping delivery timelines, and aligned competing priorities across three simultaneous product tracks

Zero to One LLC

Nov 2024 – Present

VP of Product (Fractional)

- Extern (current): Leading retention and monetization initiative targeting 50% subscriber churn at 3 months — designing portfolio hosting as a new pricing tier, defining KPIs, and owning the product roadmap from concept through delivery
- Bucket Listers (acquired by MARI, Feb 2026): Built and shipped AI dynamic pricing engine and NLP-powered search — defined product requirements, prioritized across four simultaneous tracks, and drove go-to-market execution; company acquired Feb 2026
- Bucket Listers: Instrumented telemetry and monitoring to track product performance signals, surface regression signals mid-ramp, and support iterative improvement across product surfaces

Pandora (SiriusXM)

Mar 2019 – Aug 2020

Senior PM, Digital Media

- Led Pandora's largest product launch of 2019 — bottom navigation redesign affecting 60M users — with real-time KPI monitoring across ramp (1% → 10% → 100%); drove 2% increase in listening hours = \$200M ad revenue impact and 40% lift in traffic to highest-retention feature
- Identified and resolved mid-ramp behavioral regression (20% drop in completed searches) through data analysis; invented double-tap interaction pattern to restore user behavior without reverting launch — scaled to 100% with regression fully resolved

Director, Head of Product Management

- Shipped Shop With Friends social commerce API with enterprise retail partners Michael Kors and Tiffany & Co. — owned go-to-market execution, partner onboarding requirements, and measurable adoption across client storefronts
- Built Gen AI features (AI-powered friend recommendations and conversation starters) that reduced friction in the purchase decision flow and improved platform conversion
- Led and mentored 3 PMs across Growth and Social Commerce — managed competing priorities across three interconnected product tracks with shared engineering dependencies; aligned roadmap with CEO and SVP Engineering

Meta / Instagram

Jun 2022 – Jul 2023

Lead PM, Growth & Activation

- Built ML-based intent model to personalize content delivery for 90M daily logged-out users — drove 12% lift in new user activation and 15% increase in U.S. Teen MAU; approach awarded U.S. Patent no. 18/511,564
- Led cross-functional roadmap planning across engineering, design, data science, and legal — aligned three teams with competing mandates on a shared H2 2022 roadmap; resolved Growth vs. Engagement conflict via data-driven segmentation producing a shared success metric framework

LinkedIn

Jan 2016 – Mar 2019

PM, Company Pages

- Redesigned Company Page creation from 16 steps to one-click: eliminated 70% advertiser drop-off, generated ~\$20M in new revenue, reduced support volume 80%; won "Members First" award, presented at LinkedIn All Hands
- Built quantified business case for simplification — identified \$20–25M in annual lost revenue from friction, secured leadership prioritization in a competitive roadmap; partnered with finance to model impact

Earlier: Co-Founder & CEO, SetMeUp (2012–2015) | Business Intelligence Analyst, IBM (2014–2016)

SKILLS

Product Strategy & Roadmap: 0-to-1 product strategy, multi-year roadmap ownership, KPI definition and measurement, agile delivery, ramp plans, release management, PRDs

Revenue & Commercial: Business case modeling, cost/benefit analysis, financial forecasting with FP&A, go-to-market execution, partner onboarding, revenue growth management

Cross-Functional Leadership: Engineering, Finance, Legal, Operations, Marketing, executive stakeholder management, PM team mentorship (3 direct reports)

Analytics: A/B testing, pre/post analysis, hold-out groups, funnel analysis, behavioral data analysis, SQL, dashboard-driven prioritization

AI/ML Product: ML intent modeling (Instagram — U.S. Patent 18/511,564), AI dynamic pricing, NLP search, Gen AI features, telemetry instrumentation

EDUCATION

JD/MBA, Stetson University / Emory Law (2008–2011)

- Completed 5-year program in 3 years | Nierenberg Scholarship | #1 Advocacy Program (U.S. News) | FL Bar on first attempt

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

- Hope Scholarship Recipient – tuition paid in full
- Partial MS in Data Analytics & Machine Learning, Georgia Institute of Technology
- Software Development & Programming Certificate, UC Berkeley Extension