

JAY WADHWANI

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Product leader with 12+ years building retention and engagement programs grounded in behavioral data and user segmentation at scale — including a 40% lift in traffic to Pandora's highest-retention feature (\$200M ad revenue impact) and a patented ML intent model that increased Instagram new user retention 15% among U.S. Teens. Deep experience designing engagement systems that deepen platform commitment: segmenting users by behavior, building milestone and lifecycle programs, and developing targeted interventions for at-risk cohorts before they churn. Brings 0-to-1 product strategy capability, economics modeling, cross-functional alignment across engineering/finance/legal/ops, and a consistent bias toward programs where user motivation and platform economics are inseparable.

EXPERIENCE

Zero to One LLC

Nov 2024 – Present

VP of Product (Fractional)

- Extern (current): Leading retention initiative targeting 50% subscriber churn at 3 months — designing portfolio hosting as a new monetization tier that deepens platform commitment by giving subscribers a permanent, career-differentiated artifact; anchors long-term retention to professional identity rather than short-term content consumption
- Bucket Listers (acquired by MARI, Feb 2026): Drove repeat usage and platform engagement through AI dynamic pricing that matched demand signals and NLP search that surfaced relevant content faster — reduced friction in the discovery-to-conversion loop and improved repeat engagement across a marketplace of experiences
- Bucket Listers: Owned product roadmap across four simultaneous tracks at different lifecycle stages — prioritized based on performance signals and user behavior data, adjusting strategy to maximize retention and engagement outcomes
- Bucket Listers: Instrumented telemetry and monitoring across product surfaces to track engagement quality, surface early churn signals, and support iterative improvement

Fevo

Nov 2023 – Jul 2024

Director, Head of Product Management

- Shipped Shop With Friends social commerce API deployed with enterprise retail partners Michael Kors and Tiffany & Co. — owned platform strategy, partner onboarding, and measurable adoption across client storefronts
- Built Gen AI engagement features (AI-powered friend recommendations and conversation starters) that reduced friction in the social purchase decision flow and drove platform stickiness
- 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 segment 90M daily logged-out users by visit intent (source, session frequency, content type, geography) and deliver personalized content and targeted upsell interventions — drove 12% lift in new user activation and 15% increase in U.S. Teen MAU; approach awarded U.S. Patent no. 18/511,564
- Designed targeted intervention strategy for high-intent vs. low-intent user segments: high-intent users saw conversion prompts earlier, low-intent users received extended browse experiences — resolved cross-team conflict between Growth and Engagement via data-driven segmentation producing a shared success metric framework
- Led cross-functional roadmap planning across engineering, design, data science, and legal — aligned three teams with competing mandates on a shared H2 2022 roadmap

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
- Drove measurable engagement and conversion outcomes 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

Pandora (SiriusXM)

Mar 2019 – Aug 2020

Senior PM, Digital Media

- Led Pandora's largest product launch of 2019 — bottom navigation redesign affecting 60M users — driving a 40% lift in traffic to the platform's highest-retention feature and a 2% increase in listening hours = \$200M ad revenue impact
- 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

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 content publishing and distribution workflow for small and medium businesses — designed eligibility and governance framework balancing platform accessibility with quality and integrity standards

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

SKILLS

Retention & Engagement: Loyalty and engagement program design, user lifecycle programs, churn intervention, behavioral segmentation, milestone engagement, platform commitment deepening, at-risk cohort targeting

Behavioral Data & Analytics: ML-based user segmentation, behavioral signal modeling, A/B testing, funnel analysis, retention/churn/utilization metrics, pre/post analysis, hold-out groups, SQL

Product Strategy: 0-to-1 product strategy, multi-year roadmap ownership, market benchmarking, economics modeling, cost/benefit analysis, go-to-market execution

Cross-Functional Leadership: Engineering, Finance, Legal, Operations, Marketing, executive stakeholder management, PM team mentorship

Platform & Marketplace: B2B API deployment, partner onboarding, social commerce, marketplace engagement mechanics

EDUCATION

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

5-year program completed in 3 years | Nierenberg Scholarship recipient | #1 ranked Advocacy program (U.S. News) | Admitted to Florida Bar on first attempt

Partial MS in Data Analytics & Machine Learning, Georgia Institute of Technology

Software Development & Programming Certificate, UC Berkeley Extension

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

Hope Scholarship Recipient – tuition paid in full