

Jessica Watson

1 3 1 4 N O R T H 7 0 T H S T R E E T , S C O T T S D A L E , A Z 8 5 2 5 7

jeswat@gmail.com

[602.769.1266](tel:602.769.1266)

[Connect on LinkedIn](#)

EXPERIENCE

DIRECTOR OF PRODUCT • Luxury Presence • May 2020 - April 2022

- Owned core product line and strategy for industry leader in luxury real estate website design and marketing technology - ranked #323 (2020) and #598 (2021) on Inc 5000's list of the fastest growing companies in America
- Drove SaaS platform product adoption of over 3000 luxury real estate agents, teams, & brokerages, in addition to 20 of the WSJ Top 100 ranked agents worldwide
- Led strategic partnership initiatives for top US and internationally recognized brokerages, expanding our reach by ~115k prospective customers worldwide with exclusive, brokerage branded and compliant website templates
- Managed anywhere from 2 to 5 direct reports throughout organizational transitions & growth, including a Product Solutions Architect, Product Designer, Project Managers, Associate PMs, PM Level I, PM Level II
- Directed multiple cross functional teams, both US based and international or a mixture of both
- Oversaw all stages of product development and directed design, development, & QA for core platform products - CMS, MLS listing management & data sync, website editor, lead management tools, website analytics dashboard, a consumer-facing Home Search experience & listing alerts
- Launched major rebuild & rebrand of web app - Presence™ platform, including a new design language system and UI component style library for developer efficiency and app consistency
- Introduced company's first mobile-friendly, fully responsive in-app experience for clients
- Developed product onboarding and training programs, used in every new hire class at company

SR PRODUCT MANAGER • Luxury Presence • Sept 2018 - May 2020

- Grew the in-house Product, Design, & Engineering org (from 1 to 15) in the first year at company, in partnership with the CEO and Engineering leads
- Launched company's first self-service platform in 8 months and introduced 2 new core product offerings that are still in use today - a Home Search tool for home buyers & sellers, and a visual website editor for agents, teams, & brokerages
- Implemented company-wide systems, tooling, and cross dept processes including transition from Sheets to Confluence software, client escalation workflow and communication path, ticket SLAs, workflow automation for developer tasks, team performance reports, client insight reports
- Introduced product cadences such as quarterly product roadmaps & KPIs, stakeholder relationship building and collaboration, documentation best practices, training materials, & go-to-market strategies

PRODUCT MANAGER • MNTN (formerly SteelHouse) • Feb 2015 - July 2018

Product Management, SteelHouse Creative Suite

- Planned and executed a rollout for new and existing users, resulting in exceeding the product adoption goal with over 4,000 registrations in the first 3 months
- Increased user productivity by 767% in ad creation, generating 20 additional ad sizes from an initial build out of 3, pre-formatted and fit to size
- Integrated with Youtube, GettyImages, GettyVideo, and Shutterstock for millions of stock imagery and video, free for clients to use in their marketing campaigns

Product Management, SteelHouse Advertising Suite (Premier Edition)

- On-boarded a new user base of 200 SaaS clients and broke \$1 million in revenue within 10 mos
- Owned the Go-to-Market product launch for SteelHouse's transition from managed services to a SaaS platform business

Program Management, Product Go To Market Strategy

- Liaised with company leadership for major product launches and optimizations
- Collaborated with all internal stakeholders to successfully track, drive, and roll out major business initiatives through all stages of the product development lifecycle

OFFICE MANAGER, SALESFORCE ADMINISTOR • MNTN (formerly SteelHouse) • Sept 2014 - Feb 2015

- Implemented one global Salesforce workflow across two offices supporting 40 sales reps, including the aggregation of team KPI's to track performance volume to improve overall efficiency
- Built custom reports and real-time dashboards to visualize the sales opportunity pipeline and projected revenue



"I'm Jessica — a Product leader with 7 yrs experience building exceptional products & teams."

TOOLS

Jira / Confluence / Asana
Miro / Figma / Sketch / Zeplin
Coda / Notion
Delighted / Chameleon
Metabase / Amplitude
Pendo

SKILLS

Wireframing
User Research + Testing
Complex Workflows + Systems
User Mapping
Product Discovery + Definition
Competitive Analysis
Agile Methodologies
Design + Development
Go-to-Market Strategy
User Analytics + Reporting
Coaching + Mentorship

EDUCATION

PRODUCT MANAGEMENT COURSE

General Assembly / Sept 2015

SCRUM MASTER CERT (CSM)

cPrime / July 2015
License 000438444

SALESFORCE ADMINISTORATOR CERT

Bluwolf (IBM) / Dec 2014