JAY P JERNIGAN

Product Director / Head of Product

Email: jpjernigan@gmail.com   London, SE15 4DX   linkedin.com/in/jayjernigan

Product Director with creativity in big-picture product implementation for 1 million+ user base across the UK, and 4 million users worldwide. Strategic product planning expert through collaborative leadership, data-driven feature testing, and customer research. Dynamic and adaptable roadmap leader for delivery of highly successful products with projected market demand and company growth as guiding principles.

Skills

- Lean Process Methodologies
- End-to-End Product Management
- Process Redesign / Change Management
- Staff Leadership & Development

- Go-to-Market Strategies
- A/B Testing
- Partner Relationships
- User Acquisition

Work History

2018-Current

Product Director

GOOD&CO, London, England

- Oversaw product design and roadmap and coordinated all aspects of development and rollout.
- Worked collaboratively with developers, senior-level stakeholders, psychometricians, and external partners to collect data on deficiencies and provide solutions to user issues.
- Improved Stepstone Brands' value proposition globally by incorporating Good&Co psychometric technology in the employer and candidate environments, providing low-cost user acquisition, lead generation, competitive advantage, and increased application metrics for UK, Germany, and United States.
- Managed team of up to 10 developers, analysts, designers and product managers across three countries, creating APIs and Node.js/React.js features to quickly deliver value.
- Grew user acquisition via multiple integration tactics across web and mobile app environments, using A/B and MVT testing across all platforms to continually deliver increased conversion and value to Good&Co and partner brands, driving our overall user database from 145k to over 1 million UK users, and 4 million users worldwide.

2014-2018

Head of Product Management, UK and Ireland

MONSTER WORLDWIDE, London, England

- Member of UKIE Management Team, providing direction for overall key business decisions and strategies.
- Secured US$40M+ in annual incremental revenue by leveraging comprehensive development, training, and sales support of new social recruiting products, such as TalentBin, TalentCRM, Twitter Cards, and Monster Social Job Ads.
- Motivated, led and directed 2 junior team members.

- Conceptualized and released a new line of business, Monster Education which delivered Monster jobseekers continuing education opportunities.
- Increased jobs on Monster.co.uk by over 300% by delivering dynamic and strategic leadership of job aggregation program
- Drove organic growth by partnering with Marketing Local and Global SEO teams to improve SEO performance and search engine ranking.

2014

Product Manager
ANGLO TECHNICAL RECRUITMENT, London, England

- Exhibited decisive leadership as Product Owner for a suite of web products used by candidates, clients, and recruitment consultants, balancing user needs with revenue and user growth, Successfully implemented Agile workflow and processes using JIRA and ProdPad software. Implemented pricing strategies for new online offerings.
- Motivated, developed and led a team of three developers, two designers, and two account managers.

2009-2013

Senior Product Manager
YP.COM , Saint Louis, MO, USA

- Marketing/Product lead for company-wide change management program, incorporating six legacy product suites and process improvements into one nationwide system. Successfully delivered nationwide platform transition from yellowpages.com to YP.com.
- Delivered enhanced products and features for entire US$700M+ YP.com core product suite
- Increased sales performance by strategically utilising internal and external market research and data to create strong product strategy roadmaps, sales materials, and go-to-market strategy for over 4000 sales managers and representatives.
- Provided end-to-end product management resulting in US$6M+ Annual Revenue through 2012 as Product Manager for Online Presence Manager (now known as DexYP Online Listings Management).

2005-2009

Product Manager
AT&T ADVERTISING SOLUTIONS, Saint Louis, MO, USA

Education

MBA, Media Communications
Webster University - Saint Louis, MO, USA

BA, Management
Webster University - Saint Louis, MO, USA

Certifications

- CSPO (Certified Scrum Product Owner)
- Scrum & Agile Bootcamp, General Assembly, London
- Former Member, Marketing Workstream, Tech Talent Charter (http://www.techtalentcharter.co.uk)