

JON SAFT

PRODUCT LEADER

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Denver, CO

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SUMMARY

Product Manager with a passion for solving complex problems with simple solutions at scale. Using a customer-centric, data informed approach, have led fast paced, hyper growth teams building innovative, intuitive B2B, enterprise SaaS user experiences that extend across large, diverse customer bases and use cases while driving millions in annually recurring revenue.

Most recently, established myself as a product leader at Guru, improving the user experience while strategizing and executing on the product roadmap for its existing integration platform and Chrome extension, in addition to 0 to 1 efforts like its personalization and recommendation engines, core user persona profiles, and generative AI strategy. Additionally, led research and execution on Guru's shifting focus into new target markets.

SKILLS

- Agile Product Development
- User & Market Research
- Community Building & Engagement
- Design Thinking
- Generative AI & ML Strategy
- SQL & Data Analysis
- Cross-functional Stakeholder Management
- UX & Wireframing

WORK EXPERIENCE

JS Product Consulting

Fractional Product Manager & Consultant • May 2024 - Present

- Consulted and assisted early stage founders to improve operational efficiency, development velocity, user persona definitions, and product market fit.
- Generated 22% month over month revenue growth for KL Event Services through adjustments in pricing & packaging combined with streamlined operational processes
- Achieved 7% CSAT month over month CSAT improvement for Forge Health through series of user research initiatives and UX improvement recommendations

Guru

Group Product Manager, ML/AI Products • July 2022 - November 2023

- Managed two senior level product managers overseeing architectural and experiential revamps of Guru's personalization, recommendation, and search engines, leading to a 36% quarterly improvement in search quality and 33% improvement in search-related NPS
- Created Guru's product personas, leading to a shift in target market and product strategy
- Drove product vision and execution for Guru's first customer-facing generative AI product, Assist, in both the web app and Slackbot Card Editor products, leading to a 27% increase in quality knowledge content creation

Staff Product Manager, Platform Integrations & Ecosystem • May 2021 - July 2022

- Launched iPaaS integrations and automation workflows with Workato and Zapier leading to 100+ integrated customers in first 6 months after launch. Oversaw integrations with Slack and Microsoft Teams along with industry leading Chrome extension
- Drove 69% MAU increase in Slack through numerous feature, UX, and architectural upgrades
- Migrated Guru Community from Slack to InSided. Launched the Guru Developer Network while growing the existing Community by 225% over 2 years, leading to numerous beta programs, feedback forums, and product promotions

Splash

Director of Product • Sep 2017 - April 2021

- Recruited and managed team of three product managers. As manager, oversaw strategic vision and execution for a revamped registration form builder experience, guest analytics product suite, and a migration to a new payment processor
- Product owner responsible for the Splash 4 UX & navigation platform upgrade and all enterprise subscription management.
- Drove 12% increase in customer satisfaction through the platform upgrade and 90% improvement in onboarding efficiency through a new self-serve license subscription management system and automated Brand & Template Library.

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Senior Product Manager • Dec 2015 - Sep 2017

- Drove strategy, execution, and GTM launch for Splash's new integration platform, which focused on core CRM integrations with Salesforce, Hubspot, and Marketo, a new iPaaS integration with Zapier, and a public API and webhook platform. In the first year after launch, this product suite powered over 1,000 customer-built integrations and played an integral part in a significant lift in retention.
- Launched the User Group Community and User Group platform, native Splash Host app across iOS and Android, website builder, and Event Calendar, products. In their first year post-launch, these products drove over 500,000 check-ins, powered the event calendar and user communities for many of the world's top brands, and played a key role in Splash's hyper growth.

Product Manager • Oct 2014 - Nov 2015

- Drove strategy, execution, and launch for Splash's industry leading website builder CMS, drag-and-drop design tools, and theme library, including multiple platform upgrades core to the company's rapid growth

Product & Support Intern • Aug 2014 - Oct 2014

- Worked with support to prioritize needs and identify areas of improvement
- Migrated support tracking from rudimentary Google Docs to integrated Zendesk platform

ADDITIONAL EXPERIENCE

AK Select

Youth Basketball Coach • Mar 2014 - Aug 2014

- Coached basketball teams of international students in Shanghai, aged 8-14 years old, resulting in a championship in the 12 & under age bracket
- Provided personal training and coaching for individual students

Trippeze

CEO & Founder • Jan 2013 - Feb 2014

- Founded and designed Trippeze.com, a social travel network for students abroad
- Created a shared travel calendar network to allow students abroad to plan and coordinate trips with friends in cities all over the world
- Registered over 1,000 users in the first two months after launch

Finish Line

Paid Search Analyst • July 2012 - Sep 2013

- Part of a three person team that managed paid and organic search marketing (PPC & SEO) for the 2nd largest athletic apparel and footwear retailer in the nation
- Utilized Omniture, Google AdWords Editor, Microsoft AdCenter, Conductor and other software for performance tracking, attribution, bid adjustments and campaign creation.

EDUCATION

Vanderbilt University

BA, Communications and Spanish